



JSS MAHAVIDYAPEETHA  
**JSS COLLEGE OF ARTS AND COMMERCE**

**GUNDLUPET – 571 111**

Accredited by NAAC with C Grade

(Affiliated to Chamarajanagara University)

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**STRATEGIC DEVELOPMENT PLAN**

**(SDP)**

**2018-2023**

**THE HERITAGE OF SUTTUR SRI MATH**

*Founder of JSS Mahavidyapeetha*



*His Holiness Ja gadguru Dr.Sri Shivarathri Rajendra Mahaswamiji*

*The 23rd pontiff*

**THE HERITAGE OF SUTTUR SRI MATH**



*His Holiness Jagadguru Sri Shivarathri Deshikendra Mahaswami*  
*the 24th Pontiff of Sri Math*  
*and*  
*President of JSS Mahavidyapeetha*

# **FOREWORD**

At the outset, we offer our humble and respectful panamas on the lotus feet of His Holiness Jagadguru Dr. Sri. Shivarathri Rajendra Mahaswamiji, the Founder of JSS Mahavidyapeetha, Mysuru and on the lotus feet of His Holiness Jagadguru Sri Shivarathri Deshikendra Mahaswamiji, the Chief Patron of JSS Mahavidyapeetha. JSS College of Arts and Commerce, Gundlupet was established the year 1983 and it has been working on the guided path set by the founder Jagadguru Dr. Sri Shivarathri Rajendra Mahaswamiji, the great visionary who dedicated his entire life for providing food, education and other services to the society.

The present, His Holiness Jagadguru Sri Shivarathri Deshikendr Mahaswamiji, the guiding spirit of JSS Mahavidyapeetha and also our College with the patronage and guidance. The college has been providing with quality educational services and support services to the students with the motto of the college "Empowering Rural Minds through Value Based Education". Our college is thriving to educate and train students to be efficient and empathetic and socially responsible individuals.

Our college is encouraging and supporting curricular, co-curricular and extracurricular activities to facilitate in order ensure the overall development of the students. The College was accredited by NAAC with B+ Grade in the first cycle of accreditation during 2005 and re-accredited with 'B' grade in second cycle during 2011. In third cycle of accreditation obtain 'C' grade in 2018.

The College has organized a good number of academic events like seminars, Conferences, workshops and special lecture programmes at different levels which are supporting the consistent best result every year. The final year students are training with soft skills and personality development and providing placement opportunities off the campus. The faculty members are dedicated in fulfilling the ideologies of institution and the founder president of JSS Mahavidyapeetha

Principal

# **ACKNOWLEDGEMENTS**

The college is much obliged to place on record our regards to JSS Mahavidyapeetha and the functionaries: Executive Secretary, Secretary-1, Secretary-2, The Director and Assistant Director of College Education Division. Our regards to Members of Governing Council, the Alumni, the Parents, the Staff and all those who have provided us the valuable guidance and support for formulating the Strategic Development Plan.



# **PREAMBLE**

## **JSS MATH**

The Community life in India is closely linked with spiritual and religious institutions for the past five thousand years. The religious leaders have been the guiding forces for upholding the moral values of life and in the progression of society as a whole. The glorious Sri Kshethra Suttur Math is a reflection testimony to enrich its tradition to make human values eternal.

Jagadguru Sri Veerasimhasana Mahasamsthana long history of more than one thousand years is a multidimensional institution which has contributed immensely to the cause of societal advancement. The welfare activities of the Sri Math transcend the sectarian limits of the Veershaiva community and encompass the much wider and larger following of all sections of Indian community.

The founding of the Math can be traced to a historical event linked with

Sri Shivarathreeshwara Shivayogi Mahaswamiji crusading for peace between warring kingdoms. The hostility between Rachamalla IV of the Gangas of Talkad and Rajaraj of the Cholas was about to break up into a large scale war. It was due to the timely intervention of

Sri Shivarathreewara Swamiji, the hostility ended and the enemies became friends. Then it was on the request of Rajaraja, his Holiness condescended to establish a matt on the banks of the Kapila river at Suttur, near Mysore.

The inscriptional evidences support the establishment of Suttur matt during the reign of Chola kingdom. The name of Shivaratri Shivacharya is mentioned in many ancient works such as Panditaradhya Charita, Shivacharya Chudamani and Gana Sahasranama. The tradition handed down from one pontiff to another indicates that the said Shivaratri Shivacharya is the founder of Suttur Math.

Sri Eshaneshwara Wodeyar, the 2nd pontiff was responsible for further development of the Suttur Sri Math during the times of Rajendra Chola. The Someswara temple near the Math at Suttur is said to have been constructed by the Chola kings, in accordance with the wishes of Sri Eshaneshwara Wodeyar. An inscription referring to this event is dated as 23<sup>rd</sup> October 1032. Today, Suttur Math is backed with the services of over 15,000 dedicated personnel working in the institutions managed by it. At any given point in time, over 50,000 students study in its educational institutions which range from kindergartens to post-graduate technical and medical education institutions in both rural and urban centres. Nearly three lakh patients are treated in the hospitals and clinics run by the Sri Math every year while millions participate in the spiritual gatherings and cultural festivals organized periodically by the Math. Through, the various schemes of the



agricultural research facilities made available, thousands of farmers are benefitted in the region. With its administrative head-quarters located at the foot of the picturesque Chamundi Hills, in the erstwhile Princely city of Mysore, Sri Suttur Veerasimhasana Mahasamsthana Math is today recognized as a major mission, and is drawing seekers of knowledge and wisdom in large numbers. The activities of the Math have drawn accolades from various quarters from the layman to the head of states. Work is Worship the motto which guides the Math is enshrined in its emblem. “Selfless Service” is the spirit behind every task that the Sri Math undertakes and since the service is considered to be an offering to Lord Shiva, its purity and intention are of utmost importance. Sri Suttur Veerasimhasana Math has grown over the centuries to be a multidimensional, religious, cultural and educational movement. Spearheading the Math’s educational initiatives is Jagadguru Sri Shivarathreeswara Mahavidyapeetha (JSSMVP), founded by the 23rd Pontiff, His Holiness Jagadguru Dr. Sri Shivarathri Rajendra Mahaswamiji. Hence, Sri Suttur Math is an active ongoing movement to uphold the cause of social and economic justice, based on spiritual values and ideals.

# **JSS MAHAVIDYAPEETHA**

JSS Mahavidyapeetha is a socio-cultural institution, that has pioneered the concept of education as a tool for social change. While the focus has been on providing opportunities for formal education, there is a strong parallel thrust on values, ethics and the meetings of societal obligations. This is an institution that adopts a multipronged approach to ensure a better quality of life. Through it's over 350 varied institutions, it not only provides around 50000 students but also touches the lives of millions through a cascading effect. From a humble beginning less than seven decades ago, today JSS Mahavidyapeetha has grown into a social force that transcends boundaries and cultures. Institutions in its fold go beyond education to old age home, cooperatives, rural development institutions, orphanages, vocational training, publications and even cultural revival and protection of our heritage. Every activity that the JSS Mahavidyapeetha undertakes is aimed at the furtherance of its objective of a brighter and more fruitful future for society at large.

The present Pontiff His Holiness Sri Shivarathreeshwara Deshikendra Mahaswamiji, the 24th spiritual head of Suttur math and president of JSS Mahavidyapeeta has been the torch bearer of its tradition in educational excellence, under the guidance of His Holiness, JSS Mahavidyapeetha has taken a lead in spreading literacy and learning, providing health care and nurturing rural development for the economic upliftment of society. In the process, an institution unmatched in commitment and dedication to the cause of learning and development has been created.

The broad goals of Strategic Plan 2018–2023 are aligned with commitment to excellence in education and research and plan is consequently focused on the core themes of the vision statement of the college. The Strategic Plan seeks to coverage the traditional strengths of the institution and to acquire or develop new strengths. Institution is particular to develop responsible citizens with healthy society and also responsible in the involvement of societal challenges faced in Karnataka relating to protection of natural resources, extension of basic needs such as housing, education and healthcare etc.



## **Vision**

- Strive to achieve greater height in Higher Education.
- To bring out the best in young men and women by providing value based career oriented education and create self reliant global citizens.

## **Mission**

- To adopt and excel general education.
- To impart quality education to mould the holistic personality of rural students.
- To ignite the young minds by changing and synchronizing their energies and nurture their hidden talents for national development.

## **Quality Policy**

To provide excellence in education by quality education and creative knowledge.

## **Core Values**

Professionalism, Commitment, Integrity, Teamwork, Dedication, Innovation.

## About The College

JSS College of Arts and Commerce Gundlupet was established in the year 1983, is one among more than 30 institutions run by JSS Mahavidyapeetha. The College was accredited by NAAC with B+ Grade in the first cycle of accreditation during 2005 and re-accredited with 'B' grade in second cycle during 2012. In third cycle of accreditation obtain 'C' grade in 2018.

It has completed 40 years of its existence.

The College is situated on a sprawling 5.24 acres of plot with a spacious building and a Women's hostel in a picturesque. The women's hostel has been extended to accommodate 45 students. The college has an excellent infrastructure required for the pursuit of academic excellence. Because of its multifaceted growth, the college has won encomium from all corners.

The institution offers 4 Academic Programmes in Arts and Commerce .

The college has well qualified and dedicated teaching & non-teaching staff. Totally 410 students are pursuing education in various disciplines during the year. It has an enviable academic record as nearly 45% students secure distinction almost every year in the University examinations. Many Alumni of the College have become successful Businessman, Entrepreneurs, academicians, administrators and bureaucrats. The college also has a cohesive atmosphere for curricular and co-curricular and extracurricular activities. The NSS Unit and The Youth Red Cross Unit developing a sense of service to the mankind through their activities. The Physical education department has been functioning and producing outstanding sports personality in Carom, Shuttle Badminton , Table tennis and Cricket.

The college has successfully organized National and State Level Seminars, Workshops and Symposia. Curriculum development and examination reforms are being implemented on a continuous basis. In order to enable students to meet the needs of changing scenario in the field of education and employment, Strategic Plan aims to introduce flexibility in the curriculum through a wide choice of electives. To support the same, from the academic year 2018-19, CBCS and CGPA have been introduced. Students are given opportunity to peruse their education by exercising their choice under Choice Based Credit System to gain knowledge of specific domain and skills.

Under the patronage guidance of His Holiness Jagadguru Sri Shivarathri Deshikendra Mahaswamiji, the College will reach new heights in the days to come.

## Salient Features of the Campus

- A serene location with good academic ambience
- Departments with well equipped Laboratories and Staff rooms
- A Women's Hostel in the college campus
- A well stocked Library and reading room
- A green campus with rain water harvesting and solar energy
- Wi-Fi campus with **100** Mbps leased line
- Purified Drinking Water facility
- Auditorium
- A disciplined tight Security personnel
- A vast play ground
- A hygienic food canteen
- A vast space for parking
- A herbal garden
- A multigym centre
- Arboretum centre

## Salient Features of Curriculum

- CBCS scheme
- Wider choice to students through offer of elective papers
- Students centric approach
- Emphasis on Skill Development
- Opportunities for Self -Learning
- Thrust to ICT
- Practical exposure to learning
- Field Visits, Internship, Educational Tours, Projects /Dissertation, Case Studies Adoption and Implementation of Social Institutional Responsibility programs

## Programmes Offered In the College

Three year undergraduate programs in Arts and Commerce.

**PART I:** Languages : English and Kannada / Hindi

**PART II:** Optional Subjects

1. **B.A** (Kannada Medium)

History, Economics, Geography (HEG)

History, Economics, Political Science (HEP)

Opt. Kannada, Economics, Geography (KEG)

2. **B.Com** (English Medium)

Compulsory papers prescribed by UOM, Mysuru

## Stakeholders' Expectations

<p><b>Management</b></p>	<ul style="list-style-type: none"> <li>• Sustainability</li> <li>• Good Governance</li> <li>• University Status</li> <li>• Social Responsibility</li> </ul>
<p><b>Leadership Team</b></p>	<ul style="list-style-type: none"> <li>• Competent Faculty</li> <li>• Internal Revenue growth for sustainability</li> <li>• Industry oriented education programmes</li> <li>• Bench marking through Accreditation of programs and institution</li> <li>• Creation of Centers of excellence</li> </ul>
<p><b>Faculty &amp; Staff</b></p>	<ul style="list-style-type: none"> <li>• Good academic &amp; working ambience Career growth, Research facilities &amp; incentives</li> <li>• Academic independence with accountability</li> <li>• Transparency and uniform processes</li> </ul>
<p><b>Students</b></p>	<ul style="list-style-type: none"> <li>• Good academic &amp; creative environment</li> <li>• Encourage for co-curricular &amp; Extra-curricular activities</li> <li>• Quality infrastructure</li> <li>• Experiential learning , Opportunity for talent exposure</li> <li>• Quality Placement, career guidance and entrepreneurial opportunities</li> </ul>
<p><b>Parents</b></p>	<ul style="list-style-type: none"> <li>• Good teaching- learning environment</li> <li>• Inculcating Discipline among students</li> <li>• Placements training and more campus placements</li> </ul>
<p><b>Industry</b></p>	<ul style="list-style-type: none"> <li>• Industry ready professionals with proper attitude</li> <li>• Strong Industry-Institution interaction</li> <li>• Collaborative research, consultancy</li> </ul>
<p><b>Society &amp; Others</b></p>	<ul style="list-style-type: none"> <li>• Morally &amp; ethically responsible citizens and nation building citizens</li> <li>• Social service through extension activities by the college</li> <li>• Sensible and responsible citizens</li> <li>• Respect for cultural values and national traditions</li> <li>• Resource centre for other institutions</li> <li>• Skill based education</li> </ul>



## Environmental Scanning and Analysis

**NATIONAL FEATURES** - India being the country of villages, 65% of its people live in the villages. Hence there is need to empower rural population for the sustainable development of the Nation. Keeping this truth as base, Mahatma Gandhi had mentioned for rural development in his vision interventions such as Sarvodaya, Grama Vikas, Grama Swarajya, etc. Considering the philosophy of Mahatma, JSS institution made its vision to promote rural development focusing education and holistic development of rural students. Having adopted inclusive approach, the institute is catering the educational needs of the urban students as well.

**SOCIAL FEATURES** were analyzed and the parent community and society are encouraging their wards for to acquire skills with formal education for getting jobs. This trend may pose grave dangers in the years to come. Placement should be one of the goals in students mind but not the only goal; this trend will bring down the curtains on innovation and Entrepreneurship

**POLITICAL FEATURES** are not favoring private higher education institutions higher education must be top priority of political decision making. Skill development along with general education must be encouraged

**ECONOMIC FEATURES** The GDP of our country is promising and the Government is committed for higher allocation to the Higher Education. Hence priority to higher education is needed from the political decision makers. The need of the hour is skill development in higher education. Therefore there is a dire necessity to give importance for skill oriented educational programs in our country.

**TECHNOLOGICAL FEATURES** use of technology is the order of the day in higher education. Higher education needs technology to be used in training faculty and teaching by the faculty. The faculties need to change their skills to match the present day requirements.

**MARKET /COMPETITION FEATURES** The proposed higher education policy has given ample opportunities and challenges to the higher education and the institutions providing higher education now a days many industries have entered the education field. The foreign educational institution will also entered in future. Hence a lot of competition is expected among higher education.

## SWOC Analysis

<p><b>STRENGTH</b></p> <ul style="list-style-type: none"><li>▪ The Institution has good academic reputation and having brand image</li><li>▪ Transparent and proactive management</li><li>▪ Qualified, Dedicated &amp; Motivated Faculty</li><li>▪ Lush Green Campus</li><li>▪ Sufficient Land for Future Development</li><li>▪ Positional Library consisting of 26238 books with LAN, INFLIBNET facilities to access e-Journals</li><li>▪ Well equipped Computer Labs having modern computers and inverts facilities</li><li>▪ High-tech Multi Gym facility</li><li>▪ Career Oriented Course</li><li>▪ Continuous Classes for Entry into Service</li><li>▪ Remedial Coaching Class for SC, ST &amp; OBC</li><li>▪ 40 years of standing</li></ul>	<p><b>WEAKNESS</b></p> <ul style="list-style-type: none"><li>▪ Unaided departments</li><li>▪ Rural students</li><li>▪ Weak Industry Academic Relationship</li><li>▪ Limited Catchment Area for Admission</li><li>▪ Percentage of Faculty Members involved in Research is less</li></ul>
<p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"><li>▪ Research funding by Industry</li><li>▪ Consultancy</li><li>▪ Enhanced community engagement</li><li>▪ New education policy</li><li>▪ Support by business houses through CSR</li><li>▪ Scope for expansion of infrastructure</li><li>▪ MOU with Industries</li><li>▪ A good composition of students</li><li>▪ Commencement of B.Sc. and Vocational Courses</li><li>▪ Commencement of PG Courses</li><li>▪ Scope for to take up minor research projects</li></ul>	<p><b>CHALLENGES</b></p> <ul style="list-style-type: none"><li>▪ Competition by industry funded Institutions</li><li>▪ Retention of quality staff</li><li>▪ Inconsistency in policies and regulatory guidelines</li><li>▪ Rural students with less knowledge in English and ICT</li><li>▪ Possible financial crunch</li><li>▪ UGC scale implementation</li><li>▪ Low Economic profile and Rural background of Students</li><li>▪ Govt. Colleges are established in nearby location.</li><li>▪ Preparing Students for Global Competence</li></ul>

## Strategic Goals

JSS College Leadership Team, after brain storming the vision, mission, quality policy, Core values, environmental factors and SWOC analysis arrived at the step to establish high level goals which are also called Institutional Strategic Goals.

1. Good Governance
2. Financial prudence
3. Leadership Development
4. Augmentation and Better utilization of infrastructure
5. Enhancing ICT enabled teaching skills and methodologies
6. Attraction of highly qualified and dedicated persons to teaching profession
7. Retention of qualified and dedicated teaching staff
8. Up gradation of library and information centers
9. Fair teaching and learning and evaluation system
10. Development of research facilities Promotion of Research Development & Innovation
11. Increased quality assurance system
- 12 Greater alumni engagement and interaction
13. Parents involvement Extra-curricular and co-curricular activities
14. Placement training and placement
15. Community Service
16. Relationship between industry and institute

## 1. Good Governance

<b>Governing Council</b>	<ul style="list-style-type: none"> <li>• Merit based Governing Council (GC) appointment</li> <li>• Performance management of members of the GC through specific responsibilities</li> <li>• Evaluation of institutions' performance and bench Marking</li> <li>• Guiding the policy initiatives policy</li> </ul>
<b>Goals of the Institution</b>	<ul style="list-style-type: none"> <li>• Setting short term and long term goals</li> <li>• Institutional Strategic development plan</li> <li>• Institutional strategic goals setting</li> </ul>
<b>Transparency &amp; Leadership</b>	<ul style="list-style-type: none"> <li>• Transparency in appointment of Key positions</li> <li>• Service -conduct rules and polices formulation, approval &amp; implementation</li> <li>• Grievance Redressal mechanism</li> <li>• Leadership Development through decentralization</li> <li>• Establishing E-Governance</li> </ul>
<b>Internal Quality Assurance Cell &amp; Accreditation</b>	<ul style="list-style-type: none"> <li>• Setting up of IQAC with internal &amp; external members to audit processes</li> <li>• Establishing internal audit committee for regulatory compliance</li> <li>• Systems, checks and balances- Remedial measures</li> </ul>
<b>Students Participation</b>	<ul style="list-style-type: none"> <li>• Alumni/ Students nomination to IQAC and other cells</li> <li>• Their suggestions in various academic and student affairs</li> </ul>

## 2. Financial Prudence

<b>Budgeting</b>	<ul style="list-style-type: none"> <li>• Forecast &amp; estimation of revenue</li> <li>• Forecast &amp; estimation of expenditure</li> <li>• Budget formulation &amp; approval through Finance committee of JSS MVP</li> </ul>
<b>Financial Governance</b>	<ul style="list-style-type: none"> <li>• Planned expenditure management</li> <li>• Procurement and Financial policies implementation</li> <li>• Monthly Audit ( internal /External ) checks- balances</li> <li>• Support through research, consultancy and training</li> </ul>
<b>Outflow Management &amp; Growth plans</b>	<ul style="list-style-type: none"> <li>• Monitoring expenses as per budget planning</li> <li>• Predicting internal revenue generation</li> <li>• Treasury (surplus funds ) management Growth- Expansion plans</li> </ul>

## 3. Leadership Development

<b>Developing Ownership</b>	<ul style="list-style-type: none"> <li>• Motivating through interactions</li> <li>• Partnership incentive plans</li> </ul>
<b>Assessment &amp; Identification</b>	<ul style="list-style-type: none"> <li>• Expert committee to assessing of all leaders' potential by the expert committee</li> <li>• Find gaps and structure changing</li> </ul>
<b>Decentralization</b>	<ul style="list-style-type: none"> <li>• Prescribe duties , responsibilities and accountability</li> <li>• Rotation of key posts to build leadership</li> <li>• Demarcations of academic and administrative activities</li> </ul>
<b>Development &amp; Job Rotation</b>	<ul style="list-style-type: none"> <li>• Develop Leadership competencies</li> <li>• Plan for Job rotation /enlargement /enrichment assignments</li> <li>• Plan for new /crisis assignments</li> </ul>
<b>Retention Measures</b>	<ul style="list-style-type: none"> <li>• Growth of retention plans through Career advancement.</li> <li>• Golden handcuffs through monetary /welfare benefits</li> </ul>



## 4. Augmentation and Better Utilization of Infrastructure

<b>Green Campus</b>	<ul style="list-style-type: none"> <li>• Classification of wastage Energy harvesting &amp; management</li> <li>• Use of solar energy</li> <li>• Aesthetic Class rooms, , Seminar halls</li> <li>• State of the art Laboratory &amp; equipment</li> </ul>
<b>Library</b>	<ul style="list-style-type: none"> <li>• Up gradation</li> <li>• Augmentation of E learning facilities</li> <li>• Functional furniture and fittings</li> </ul>
<b>Sports, Hostel &amp; Canteen</b>	<ul style="list-style-type: none"> <li>• Developing sports ( indoor/outdoor) facilities</li> <li>• Upgrading Hobby clubs, Canteen &amp; community centre</li> <li>• Providing hostel facilities for girls.</li> </ul>

## 5. Enhancing ICT Enabled Teaching Skills And Methodologies

<b>Smart Class rooms</b>	<ul style="list-style-type: none"> <li>• Multi-room instructional facility</li> <li>• Multi media and support equipment</li> <li>• E-Learning facilities</li> </ul>
<b>ICT</b>	<ul style="list-style-type: none"> <li>• Licensed software's</li> <li>• Higher BW</li> <li>• Hardware (Servers, Computers...etc)</li> <li>• Pedagogy tools</li> <li>• Online learning tools</li> <li>• Evaluation &amp; assessment tools</li> </ul>
<b>Books &amp; E-Learning</b>	<ul style="list-style-type: none"> <li>• Books, Journals, Periodicals, Magazines</li> <li>• Online access to E-media</li> <li>• Departmental library books</li> </ul>

## 6. Attraction of Highly Qualified and Dedicated Persons to Teaching Profession

<b>Motivation</b>	<ul style="list-style-type: none"> <li>• Highlighting the importance of teaching in nation building</li> <li>• Arranging motivational lectures for the students to choose teaching as a career</li> </ul>
<b>Monitoring incentives</b>	<ul style="list-style-type: none"> <li>• Better pay package for management employed teachers</li> <li>• Annual increment</li> </ul>
<b>Non- monetary incentives</b>	<ul style="list-style-type: none"> <li>• Providing opportunities for career development</li> <li>• Encouragement to take up research work leading to publications, journals</li> <li>• Issue of letter of appreciation</li> </ul>

## 7. Retention of Qualified and Dedicated Teaching Staff

<b>Physical facilities</b>	<ul style="list-style-type: none"> <li>• Well ventilated rooms</li> <li>• Attractive staff rooms</li> <li>• A good library with E resources</li> </ul>
<b>Morale</b>	<ul style="list-style-type: none"> <li>• Brand Image of the institution</li> <li>• Special lecture on morality and culture of the organization</li> <li>• No discrimination of employees on the basis of caste, religion, language and region</li> </ul>
<b>Pay package</b>	<ul style="list-style-type: none"> <li>• Better pay scales for management employees</li> <li>• Financial incentivizes for achievements</li> <li>• Implementation of UGC pay scales</li> <li>• Incentivizes</li> </ul>
<b>Non monetary</b>	<ul style="list-style-type: none"> <li>• Issue of letter of appreciation</li> <li>• Career development opportunities</li> <li>• Sponsorship for higher education</li> <li>• Sponsorship for participation in National and international conferences</li> </ul>

## 8. Up Gradation of Library and Information Centers

<b>Infrastructure augmentation</b>	<ul style="list-style-type: none"> <li>• Budget provision</li> <li>• Expenditure on the equipments needed</li> </ul>
<b>Discard of obsolete in Books &amp; journals</b>	<ul style="list-style-type: none"> <li>• Identification of obsolete books and journals</li> <li>• Proper procedure for disposal of books and journals</li> </ul>
<b>Digital &amp; E-Library</b>	<ul style="list-style-type: none"> <li>• Complete Digitization of Library resources</li> <li>• Establishing cloud based e-library &amp; online access</li> </ul>

## 9. Attraction, Strengthening and Retention of Faculty

<b>Talent Hiring &amp; Retention policy</b>	<ul style="list-style-type: none"> <li>• Merit based hiring policy formulation &amp; implementation</li> <li>• Career advancement Schemes</li> <li>• Scientific induction/ orientation of new talent</li> <li>• Critical talent identification &amp; retention measures</li> </ul>
<b>UGC Scales, Rewards &amp; Recognitions</b>	<ul style="list-style-type: none"> <li>• UGC scales implementation for all cadres</li> <li>• /designations</li> <li>• Additional cadres to be created for deserving staff</li> <li>• Rewards – recognitions &amp; incentives</li> <li>• Welfare policy formulation &amp; implementation</li> </ul>
<b>Conducive working environment</b>	<ul style="list-style-type: none"> <li>• Best work facilities and infrastructure</li> <li>• Role &amp; responsibilities clarity and empowerment</li> <li>• Online access to Library- journals 24X7 hours</li> <li>• Township /quarters facility through JSSEHBCS</li> </ul>
<b>Career growth &amp; Development</b>	<ul style="list-style-type: none"> <li>• Sponsorship/ Deputation, sabbaticals for higher education &amp; Exchange programmes</li> <li>• Sponsorship to participate in national /international conferences</li> <li>• Deputation to premier national /international universities/industry</li> </ul>

## 10. Fair Teaching and Learning and Evaluation System

<b>Association with premier institutions</b>	<ul style="list-style-type: none"> <li>• Constituting an academic team to identify the premier institutions</li> <li>• Visit to premier institutions</li> <li>• Customize &amp; Implement best practices</li> </ul>
<b>Curriculum Design &amp; Lesson plan</b>	<ul style="list-style-type: none"> <li>• Develop lesson plan as per outcome based education &amp; academic calendar</li> <li>• Develop e-learning content</li> <li>• Benchmark with industry requirements</li> <li>• Use of Learning Management System (LMS) to support students</li> </ul>
<b>Teacher Need Assessment and Upgrading faculty &amp; staff competence</b>	<ul style="list-style-type: none"> <li>• Conduct training need analysis</li> <li>• Conduct / depute faculty and staff for competence development</li> <li>• Support paper publications and presentations</li> <li>• Provide opportunities for networking</li> <li>• Train faculty to use LMS effectively</li> </ul>
<b>Knowledge Delivery &amp; Outcome based education</b>	<ul style="list-style-type: none"> <li>• Define outcomes of each teaching learning initiative</li> <li>• Continuous Assessment and evaluation to measure outcomes</li> <li>• Establish Research Culture</li> <li>• Access to online learning</li> <li>• Mentor on academic, career &amp; higher educational opportunities</li> </ul>
<b>Evaluation &amp; Assessment</b>	<ul style="list-style-type: none"> <li>• Create proper feedback system</li> <li>• Continuous progress assessment</li> <li>• Question bank development &amp; Term end examinations</li> <li>• Credit transfers and performance development</li> </ul>

## 11. Development of Research Facilities Promotion of Research Development & Innovation

<b>R&amp;D Infrastructure &amp; Teams</b>	<ul style="list-style-type: none"> <li>• Establishment of R &amp;D laboratories in all departments</li> <li>• Formation of teams with projects</li> <li>• Appointment of competent staff for R &amp;D</li> </ul>
<b>Establishing Centers of competence</b>	<ul style="list-style-type: none"> <li>• Fund raising through Project proposals</li> <li>• Apply for Government/ other funding</li> <li>• Establishing centers of excellences</li> <li>• Establishing Consultancy cell</li> </ul>
<b>MOU with premier institutes</b>	<ul style="list-style-type: none"> <li>• MOUs with higher learning institutions.</li> <li>• Collaborations with Premier industries and institutions</li> </ul>

## 12. Quality Assurance Systems

<b>Establishing Quality Systems</b>	<ul style="list-style-type: none"> <li>• Setting up bench marks &amp; system flow</li> <li>• Quality Policy steering committee</li> <li>• Publishing Quality system design &amp; culture</li> <li>• Educating &amp; Training of all employees</li> </ul>
<b>Internal Quality Assurance &amp; Assessment cell</b>	<ul style="list-style-type: none"> <li>• Setting up of IQAC team</li> <li>• Periodic checks and guidance</li> </ul>
<b>Accreditation &amp; Certifications</b>	<ul style="list-style-type: none"> <li>• Choose accreditation/certification agency</li> <li>• Audit and certifications</li> </ul>
<b>Audit Internal Controls</b>	<ul style="list-style-type: none"> <li>• Establish audit process &amp; audit teams</li> <li>• Train internal auditor teams</li> <li>• Audit and remedial measures</li> </ul>
<b>Continual improvement, Rewards &amp; Recognitions</b>	<ul style="list-style-type: none"> <li>• Setting up of Quality assurance cell</li> <li>• Identifying achievements &amp; best practices</li> <li>• Quality circle competitions &amp; rewards</li> <li>• Annual competitions</li> </ul>



## 13. Greater Alumni Engagement and Interaction

<b>Alumni Association</b>	<ul style="list-style-type: none"> <li>• Strengthening it</li> <li>• Establish alumni association office on campus</li> <li>• Data base up-gradation and interactive alumni website</li> <li>• Establish global chapters and networking</li> </ul>
<b>Relationships &amp; Leveraging</b>	<ul style="list-style-type: none"> <li>• Regular interactions /invitations</li> <li>• Recognize successful alumni</li> <li>• Leverage for guest lecturers/internships/placements</li> <li>• Academic advisors</li> </ul>
<b>Endowments</b>	<ul style="list-style-type: none"> <li>• Explore Contributions / endowment partnering.</li> <li>• Brand ambassadors</li> <li>• Sponsorships/scholarships</li> </ul>

## 14. Placement Training and Placement

<b>Placement &amp; Career guidance Department</b>	<ul style="list-style-type: none"> <li>• Developing dedicated team</li> <li>• Modernization of infrastructure (Video conferencing, interview &amp; conference rooms)</li> <li>• Video recording of mock up interviews of students and Feedback</li> </ul>
<b>Industry MOUs Intelligence</b>	<ul style="list-style-type: none"> <li>• Data base of various potential industries/companies</li> <li>• MOU s and relationship management</li> <li>• Industry experts as resource persons</li> </ul>
<b>Training &amp; Development</b>	<ul style="list-style-type: none"> <li>• soft skills trainings by the expertise</li> <li>• Competency enhancement centre</li> </ul>
<b>Internships, Placement process &amp; Success stories</b>	<ul style="list-style-type: none"> <li>• Internships planning and execution</li> <li>• Liaison with industries for placement</li> <li>• Success stories celebration- Brand building</li> </ul>

## 15. Community Service

<b>Budget and resources</b>	<ul style="list-style-type: none"> <li>• Budget from within the instructions resources</li> <li>• Budget from Faculty/students/Govt/other donors</li> </ul>
<b>Village adoption &amp; Rural Projects</b>	<ul style="list-style-type: none"> <li>• Identify nearby villages for adoption</li> <li>• Study rural projects and challenges</li> <li>• Explore &amp; provide support to the execution of projects</li> </ul>
<b>Vocational training</b>	<ul style="list-style-type: none"> <li>• Identify the job oriented courses as per local needs</li> <li>• Provide vocational training at the institute</li> <li>• Educational tuitions/ support to village students</li> </ul>
<b>Health and hygiene support</b>	<ul style="list-style-type: none"> <li>• Conducting health awareness camps</li> <li>• Providing free medicines to the needy</li> <li>• Organizing free medical checkup camp</li> </ul>

## 16. Relationship Between Industry and Institute

<b>Industry for Data base &amp; data exchange</b>	<ul style="list-style-type: none"> <li>• Identifying of the departments / subjects which need in industry interaction</li> <li>• Identify the areas of research potential areas</li> <li>• MOUs with industries/companies</li> </ul>
<b>Leverage Industry Resources</b>	<ul style="list-style-type: none"> <li>• Invite industry experts for delivering lectures/talks/seminars</li> <li>• Seeking advisory notes from industries</li> <li>• Deputation of faculty to Industry on sabbatical leave</li> <li>• Leverage for internships, research projects, consultancy &amp; placements</li> <li>• Scholarships</li> </ul>
<b>Leverage Institutional Resources for Industry</b>	<ul style="list-style-type: none"> <li>• Training and talks by faculty members</li> <li>• Consultancy and testing to industry</li> </ul>
<b>Setting up Centers of Excellence</b>	<ul style="list-style-type: none"> <li>• Identify potential industries who can establish centers of excellence department wise</li> <li>• Establish and operationalize centers of excellence</li> <li>• Setting up of chairs in specific domains by industry</li> </ul>

# STRATEGY IMPLEMENTATION AND MONITORING

Strategic Development Plan once approved by Governing council, the next immediate step is its implementation in true spirit. Strategy when being implemented, the progress shall be measured from time to time through the IQAC. SMART (specific, Measurable, Attainable, Realistic and Time bound) concept is made use of while arriving at implementation plans. All the measures of success are clearly spelt out in the implementation document and Head of the Institution along with the leadership team is the custodian for implementation and its success.

## Implementation at Institution Level

Good Governance & Administration	Management, GC, Members of the GC
Institution Statutory Compliance	Principal
University Status	GC / Special Committee
Talent Management	GC and Principal
Infrastructure (physical)	Management, GB, & team
Infrastructure-Academics	Principal, HODs
Teaching- Learning	Principal, HODs, Faculty and Staff
Student affairs	Principal, HODs and Student Mentors
Student admissions	Principal, HODs and Staff
Departmental activities	HODs and Faculty
Placement & Training	Placement Officer and HODs

## **MEASURES DURING IMPLEMENTATION**

Good Governance	GC selection, appointment, functioning, good governance initiatives, Management commitment, Vision-Mission reviews, Number of meetings conducted, decisions made, Committees appointment, performance, Policies implementation, grievance procedures, Educational ERP implementation etc.,
Talent Management	Recruitment, Selection of faculty, staff, salary, attrition rate, benefits as per UGC norms, Track Faculty and staff performance.
Student Intake Quality	Students profile, PUC marks score
Student Academic Performance	Pass percentage, number of distinctions & first classes, Graduate attribute attainment levels and alumni feedback
Placement	Number of offers made through placement department, average salaries offered, Companies visiting the campus, Number of graduates pursuing higher education, number of students becoming eligible for higher education through PG CET. Public sector and other Government jobs, percentage of graduates becoming Entrepreneurs
Curriculum	Industry partnerships, Faculty training on new areas, Introduction of new courses, new courses/ electives offered in emerging areas
Alumni	Alumni data base, number of interactions, support for internships, placements, projects, scholarships, consultancy and contribution towards infrastructure development
Research and Consultancy	Publications in national/international journals and conference proceedings, Patents filed, conferences & workshops organized, New MOUs signed with academic and industrial organizations, Centres of competence established.

Physical Infrastructure	Number of buildings/ floors , class rooms added, equipment added, annual budget allocated & utilized
Social Responsibility	Number of villages adopted, vocational trainings provided, social projects undertaken and skill development programs for marginal section of the society
Extra -Curricular Activities	Number of student participants, number of tournaments won, number of sports and Techno- cultural events organized, Regional, National & International recognitions received, competitions participated.
Sources of Funding	Students' Tuition Fees, Government grants, Industry Sponsorships, Funding raised through sponsored Projects, Consultancy /Testing Services, Alumni Contribution, Philanthropy- Donors.

The committee will be formed for review from time to time. The following leadership team will monitor the time to time implementation of the scheme.

- ❖ Governing Body
- ❖ Principal and HODs
- ❖ Faculty and Staff
- ❖ Student representatives
- ❖ Industry representatives
- ❖ Parent nominees
- ❖ Accreditation and/or Inspection bodies

## CONCLUSION

JSS College of Arts and commerce Gundlupet was started with humble beginnings in 1983 and completed its 40 years of existence in 2023. The institute has progressively grown and achieved many mile stones. The institute has created a very good academic environment in the last five years. The Strategic Development Plan is an outcome of Management commitment, institute's leadership commitment, and steering committee's detailed deliberations with all the stake holders. This collective wisdom ensures participation,ownership of the plan among all the stake holders. The institutional strategic plan has many strategies; Strategies have sub strategies to achieve the strategic goals. The implementation plan to ensure success and sustainability over a period of time. The execution and operational implementation is monitored by stringent evaluation standards and speaks the quality of the strategy itself. The caveat is Strategy itself can do nothing but its implementation holds the key. The strategy itself can do nothing but the implementation of it is necessary a strategy needs to be changed to the changing environment to make it suit to the requirements of the day.



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