



KMM COLLEGE OF ARTS AND SCIENCE

(Affiliated to MG University, Approved by AICTE & Govt. of Kerala)

Edapally Toll Gate | Pipeline Jn | Thrikkakara | Cochin - 682021



STRATEGIC PLAN

2018-2025

KMM COLLEGE OF ARTS AND SCIENCE, THRIKKAKARA

STRATEGIC PLAN

2018 - 2025



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STRATEGIC PLAN

Strategic planning is indispensable for educational institutions striving to fulfil their vision and mission. It is a dynamic, ongoing process centered on achieving institutional goals within a competitive landscape. The Strategic Planning and Deployment Document (SPDD) provide a framework based on a thorough analysis of current challenges and future opportunities, outlining the strategic direction necessary for the institution to realize its objectives. The initial section of the SPDD articulates the institution's motto, vision, and mission, alongside its core values and institutional goals. These elements are formulated and refined through stakeholder engagement, utilizing a SWOC analysis to assess Strengths, Weaknesses, Opportunities, and Challenges. Following a comprehensive examination of both internal and external environments, institutional goals are delineated across all potential growth domains. This process involves extensive consultation and deliberation with heads of departments (HODs) and faculty members.

In developing the strategic plan and deployment document, it is imperative to engage all stakeholders, ensuring their contributions are integrated into the plan. This collaborative approach is crucial for the success of the institution. The strategic plan identifies clear implementation processes and establishes monitoring mechanisms and setting measurable targets aligned with the desired outcomes. This document serves as the guiding framework for the institution, steering it towards its objective of becoming a centre of academic excellence.



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KMM College of Arts and Science, Thrikkakara, is steadfast in its commitment to delivering exemplary educational services to the community. The Strategic Plan 2018-2025 delineates a clear vision and direction for the institution over the next seven years. This comprehensive plan prioritizes academic excellence, comprehensive student support and progression systems, enriched co-curricular activities, strategic infrastructure expansion, faculty empowerment initiatives, extensive community services and outreach programmes, efficient administration and management practices and the promotion of institutional values and best practices.

MOTTO

“Quality and Affordable Education for All”

VISION

To emerge as an institution par excellence, we integrate innovative technological capabilities, upholding ethical values and societal commitments with the right blend of knowledge, skill sets and professional attitude for the development of individuals.

MISSION

Our college strives to achieve excellence in education by practicing innovative teaching-learning pedagogical approach, and thereby creating a unique atmosphere in which our dedicated faculty and excellent infrastructure produce young professionals and empowering them to manage future challenges and fulfil societal commitments.



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CORE VALUES OF THE INSTITUTION

OBJECTIVES

1. To impart quality education to create sensible, imaginative and creative youth.
2. To offer a balanced curriculum along with unique co-curricular and extracurricular experiences.
3. Maintaining high academic standards.
4. To promote higher education for the economically weaker and socially backward section of the society.
5. To encourage faculty members and students to pursue academic excellence.
6. To provide a platform to the students for self-realization through a variety of add - on programmes.

CORE VALUES

1. Academic Excellence

We value excellence in teaching, learning, research and scholarship that prepare our students for success in their chosen fields and contribute to the advancement of knowledge and innovation.

2. Social Responsibility

College education serves as a keystone in ensuring social justice and building better future. Our college ensures to inculcate the values pertaining to the social responsibilities of the students to make them responsible and disciplined stakeholders of the future society.

3. Quality

Provide educational programmes that lead to the acquisition of knowledge and skills necessary to achieve information literacy, career advancement, personal enrichment, leadership and service to the community. To ensure quality, the college assesses practices, policies and procedures on an ongoing basis to strengthen the overall effectiveness of curriculum, instructional delivery and operations.



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4. Equality

We are committed to create an institution and a society where everyone is appreciated and judged based on their contributions and performance rather than gender, race, religion, physical abilities, sexual identity or socio-economic condition.

5. Integrity

Integrity is demonstrated by our dedication to accountability and transparency in governance and all we do, as well as by upholding the highest moral standards in both our personal and professional conduct.



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PROCESS OF STRATEGIC PLAN

The Strategic Plan 2018-2025 of KMM College of Arts and Science, Thrikkakara is prepared by the Managing Committee. It is decided that there should be a strategic/perspective plan that would be used as a guide for the journey ahead. The Committee has gathered suggestions and ideas from the various stakeholders. Strategic Plan aims to accomplish multi-dimensional goals that fit with the college's vision and mission.

The committee consists of the following members :-

Sl No.	Name and Designation	Position
1	Mr A.M Aboobacker (Manager)	Chairman
2	Dr. P.V Sumitran (Principal)	Convenor
3	Mr. Aneeb K Jose (Vice Principal)	Member
4	Ms. Sabana Backer (Academic Director)	Member
5	Dr. Benzir Hussain (Management Representative)	Member



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QUALITY POLICY

- Establishing a learner centric environment to facilitate the comprehensive development of students.
- Elevating faculty expertise to global standards, instilling fervour for the assimilation of advanced pedagogical technologies.
- Reinforcing the triad of ethical, moral and environmental awareness among our staff and students.
- Vigilantly overseeing, the quality of student experience and the service rendered to employers, through a comprehensive feedback collection process and direct interactions. The insights and viewpoints from students, employers, and diverse stakeholders play an integral role in shaping the management's decision-making process.
- Continuous improvement on quality assurance and enhancement processes to ensure an unceasing commitment to excellence.
- Promoting a sense of secular cultural awareness and fostering unity amidst diversity through the organization of multicultural events.
- Ensures that the resources available for the support of student learning are adequate and appropriate for each programme offered.
- Facilitate learning by providing academic support infrastructure and a conducive environment that upholds the highest standards in teaching and learning.



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SWOC ANALYSIS

STRENGTHS

- Driven by our mission statement of academic excellence through innovative teaching learning approaches.
- Good support and cooperation from management.
- Located at the heart of Ernakulum District, just 2 kms away from Edappally Metro Station.
- Eager and responsive mindset of the students in attaining professional guidance to achieve higher goals.
- The college accommodates students from different social and economic sections, harmonized by high quality higher education, by ensuring financial and social inclusion.
- Liberal institutional space, which promotes free flow of valuable ideas and communication in collaboration.
- A disciplined campus culture with young and dedicated staff.
- Institute has a well-equipped infrastructure with a spacious built-up area.
- The outcome-based teaching method focused on employment and entrepreneurship.
- As a mark of popularity there is a drastic increase in the number of students from 42 to 1829 over the last 14 years.
- Illustrious faculty panel, who believe in lifelong learning and committed to student-centered teaching.



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WEAKNESS

- Lack of external financial grants/support as we are coming under self-financing category.
- Lack of flexibility in the syllabus.
- Delay in University exam results makes it difficult to have a proper control over students' performance in academics.
- No research centres.

OPPORTUNITIES

- Diversity of academic programmes especially new generation courses enable the institution to cater to the needs of higher studies especially for rural students.
- Presence of experienced professors and dedicated, young aspiring team of faculty members have the potential to develop the institution to its heights.
- The new age learning requires greater proficiency in soft skills among students. MOOC, Add-on and certificate courses for students give them confidence to compete with the competitive industry.
- The past track records of institution show that many students in the college had good talents in both arts and sports, which could be nurtured with proper training.
- The College is well connected by all means of transportation. The easy accessibility attracts students with academic aptitude. The metropolitan city provides students opportunities for working while they learn. Proximity to Industrial, trade and research centres opens up great opportunities for the college. It ensures the possibility of academic-industry linkages. We can explore the possibility of collaborations with these research institutions in future.



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- To arrange a greater number of FDPs / National Level /International Level conferences
And to organize specialized Training programmes by the faculty.
- The mission of the college makes it imperative to engage in socially relevant programmes such as organising voluntary Blood Donation Camps, Disaster Rehabilitation Activities etc. Awareness programmes on cybercrimes, de-addiction, and several social outreach programmes can ensure students' greater participation in these activities.

CHALLENGES

- Frequent semester examinations and limited number of working days.
- Limitations in the programme structure which restricts students to think beyond the curriculum and break conventional stereotypes.
- Educational cultural & socio-economic background of students set limitations on their career and higher educational prospects.
- Drop rate among the students due to lack of seriousness towards academic and career progress.
- State regulated tuition fee structure.
- Students are migrating to foreign countries like UK, Canada, and Germany for higher educations.
- The declining charm of conventional programmes.
- Competition among peer colleges.



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STRATEGIC GOALS

SHORT TERM GOALS

- Introducing advanced UG and PG Programmes
- Implementation of job-oriented Add-on Courses
- Active MOUs with reputed agencies for placements, trainings etc.
- Campus Radio
- Introduce innovative teaching practices

MEDIUM TERM GOALS

- Attain prominence in national and global rankings, accreditations and certifications
- Upgrade the college's infrastructure
- Achieve maximum placements
- Strengthen the College's Alumni Network

LONG TERM GOALS

- To become an autonomous college.
- Promoting the college's reputation nationally and internationally.
- Infrastructure designed to improve the quality of life in campus.



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EXPANDING ACADEMIC OFFERINGS AND KNOWLEDGE BASE

To stay at the forefront of the educational revolution, our institution is committed to broadening its academic pursuits and knowledge base.

The following initiatives have been set to realize this objectives :

- Increase in UG and PG Programmes- The institution plans to introduce more advanced undergraduate and postgraduate programmes across various disciplines.
- Introduction of Certificate and Diploma Courses- To incorporate modern perspectives, the college will offer additional certificate and diploma courses.
- Enhancement of PG Departments- Existing postgraduate departments will be upgraded to research departments, fostering a research-oriented culture on campus.
- Launch of Non-Conventional Courses: The institution will initiate non-conventional courses, providing students with unique and diverse learning experiences.

FACULTY DEVELOPMENT

The institution's growth heavily depends on the quality of faculty. Therefore, it is crucial to take necessary measures to maintain and enhance faculty competence in teaching, research, and outreach.

- Annual Faculty Development Programmes will be conducted to acquaint faculty with innovative teaching methods.
- Faculty Exchange Programs with esteemed institutions will be encouraged.



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- Faculty research, including post-doctoral research, will be promoted.
- Financial assistance will be provided to faculty for innovative academic endeavours.

STUDENT ENRICHMENT

Students are the foundational pillars of any educational institution, being the primary stakeholders. Enhancing student abilities and enriching their skill sets are crucial components of the institution's educational offerings. To systematically improve the system, the following objectives are proposed:

- To encourage academic excellence, more scholarships and endowments will be established.
- A mentor-mentee programme will be implemented to strengthen the bond between teachers and students. Regular mentoring sessions will be provided, offering guidance for students' cognitive, social and emotional development.
- Remedial classes will be organized for students who need additional academic support to help them overcome challenges.

INFRASTRUCTURAL DEVELOPMENT

The institution's growth is intimately tied to the expansion of its infrastructure, as educational facilities are crucial for creating a conducive learning environment. Strategic infrastructure planning is therefore given significant importance. The college has outlined the following objectives:

- Construction of a New Academic Block- To accommodate an increasing number of students, a new academic block will be built.



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- Property Acquisition- The institution aims to acquire additional land to meet expanding infrastructural needs.
- Technology Upgrades - Computer software and hardwares, annual maintenance contracts will be upgraded for major equipments as needed. The number of computers shall be increased to meet the growing needs.
- ICT-Enabled Classrooms- Classrooms will be equipped with Information and Communication Technology (ICT) tools to enhance the teaching-learning process



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STRATEGIC PLAN (2018-2025)

Parameters	Plan	Initiatives to be taken	Time Line
Academic Excellence	To increase Pass percentage	<ul style="list-style-type: none"> Remedial classes for slow learners. Bridge Courses for UG Students. Student Mentoring System. Peer Learning System. Strict attendance tracking System. Reduction of Semester fee for meritorious students by management. 	2021-2023
	To introduce courses of contemporary relevance (UG and PG)	<ul style="list-style-type: none"> Applied for New Programmes such as BSc. Psychology, BSc Cyber Forensic, MSc Psychology and BSW 	2019-2023
	To introduce and enhance more value added/certificate and Diploma Courses.	<ul style="list-style-type: none"> Introducing Certificate Courses by Departments Introducing Add-on Courses on Cyber Security, Systems Application and Products 	2021-2023

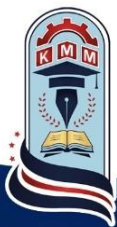


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		in Data Processing (SAP), National Programme on Technology Enhanced Learning (NPTL), Logistics Management and Aviation, Data Analytics, Artificial Intelligence, Hospital Administration and Digital Marketing.	
	Adopt pedagogical changes with strengthening ICT enabled teaching.	<ul style="list-style-type: none"> • Increase the number of ICT enabled classrooms 	2018-2023
	Impart new skills to students through online learning platforms.	<ul style="list-style-type: none"> • Increase the number of students in the college who enrol in at least one MOOC course. • Tie up with external agencies like ASAP, KELTRON to provide additional skills. 	2021-2022



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	Increase the number of NET qualified teachers in the college	<ul style="list-style-type: none"> Appoint at least 50% of the total faculty who are NET Qualified. 	2018-2025
	Increase the number of teachers having PhD	<ul style="list-style-type: none"> Motivate existing Staff or appoint new staff to ensure the presence of at least one faculty with a PhD in each department. Motivating existing staff to enrol in PhD programme 	2018-2025
	Arrange Faculty exchange programs	<ul style="list-style-type: none"> Conducting faculty exchange program once in every academic year to expose faculty members to different cultural and academic environments 	2021-2022
Student Support and Progression	To conduct placement drives	<ul style="list-style-type: none"> Activities under Placement Cell and Career guidance cell Execute campus placements in industry collaborations 	2021-2022



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		<ul style="list-style-type: none"> • Ensure student progression to higher studies 	
	Skill enhancement Programs.	<ul style="list-style-type: none"> • Soft skill Development Programs • Life Skills training –Yoga 	2023-2024
	To enhance the number of Add-on Courses or Certificate Courses	<ul style="list-style-type: none"> • Cyber Security, Systems Application and Products in Data Processing (SAP), National Programme on Technology Enhanced Learning (NPTL), Logistics Management and Aviation, Data Analytics, Artificial Intelligence, Hospital Administration and Digital Marketing. 	2021-2023
	To collaborate with Industries for student development initiatives	<ul style="list-style-type: none"> • Industry oriented trainings. 	2023-2024
	Special coaching for Competitive	<ul style="list-style-type: none"> • PSC coaching • NET / JRF Coaching 	



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	examinations	<ul style="list-style-type: none"> Bank Coaching 	2023-2025
	To ensure Scholarship support for Students	<ul style="list-style-type: none"> By offering merit scholarship to meritorious students. 	2018-2019
	Provide remedial and counselling sessions for students on need basis		
	Alumni Institutionalise Mentor mentee system.	<ul style="list-style-type: none"> Update Alumni Database Register Strengthen the College's Alumni Network 	2022-2024
	Earn and Learn	<ul style="list-style-type: none"> Flexible timing for students to engage in part time jobs and earn 	2018-2019
Co- curricular activities	Sports Academy	<ul style="list-style-type: none"> Various programs under Sports Academy 	2018-2025
	Compose college Anthem		2021-2022
	Introduce more Women	<ul style="list-style-type: none"> Active involvement of Women Cell in college 	2021-2022



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	<p>empowerment Programs</p> <p>Enhance students to participate in co-curricular and extracurricular activities</p>		
<p>Infrastructure Expansion</p>	<p>Increase academic space</p> <p>Construct a new academic block to include more programmes</p>	<ul style="list-style-type: none"> ● Rejuvenate language labs ● Internet Facilities ● Renovation and improvement of Old Building ● Augment ICT enabled classrooms ● Campus Radio ● New Library Building ● New PG Block ● Digital Library ● Chalk free class rooms ● ERP software ● Open stage for noon recess Programs ● Construct a modern Gym ● Create an innovative Eco-system 	<p>2018-2025</p>



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<p>Faculty Empowerment</p>	<p>To increase the number of FDP programs, seminars, workshops for faculties</p> <p>Promote welfare and good behaviour of faculty and staff</p> <p>Employee</p> <p>To increase research output</p>	<ul style="list-style-type: none"> ● Conducting Faculty Development Programs ● Offer rewards and recognitions incentives for qualification improvement ● Evaluate the performance of faculty and staff ● Inauguration of Research Cell and active functioning of research cell encouraging teachers as well as students in presentation of papers and other research activities 	<p>2019-2024</p>
<p>Community services and outreach activities</p>	<p>Active engagement of NCC and NSS</p> <p>Introducing two innovative solutions –KMM Care and Career Connect.</p>	<ul style="list-style-type: none"> ● Undertake socio-economic programmes for uplifting the marginalized and downtrodden 	<p>2022-2024</p>
<p>Administration and Management</p>	<p>Conduct Academic and Administrative</p>	<ul style="list-style-type: none"> ● Conducting audit yearly 	<p>2023-2024</p>



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	audit every year Conduct Green Audit, Energy Audit and Environment Audit		
Institutional values and best practices	To arrange Gender Equality programmes To arrange various programs on saving energy To impart human values and professional ethics Reinforce community services	<ul style="list-style-type: none"> ● Active involvement of Women's cell ● Various programmes on protection and conservation of environment under NSS & Nature club ● Various programmes under NSS & Social work department. 	2021-2023
	Initiate green practices	<ul style="list-style-type: none"> ● Programs under NSS NCC and Social Work Department promoting usage of green products. 	2018-2024