



**MAHENDRA ARTS & SCIENCE COLLEGE  
(Autonomous)**

**Affiliated to Periyar University, Salem.  
Accredited by NAAC with 'A' Grade & Recognized u/s 2(f) and  
12(B) of the UGC Act 1956  
Kalippatti - 637 501, Namakkal (Dt), Tamil Nadu.**

**6.2.1. STRATEGIC PLANNING AND  
DEPLOYMENT**

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The institutional Strategic/Perspective plan is effectively deployed:

The Institute's quality policy is well conveyed from its vision and mission statements. Strategic plan and action plan are designed in such a manner that this quality policy is driven and deployed during every process. Each process is regularly reviewed by a monitoring mechanism.

**Strategy to develop competences to serve the ever changing needs of the industry & society and strategy to empower the faculty, staff and aspiring graduates with essential knowledge and skills:**

- ❖ Applying the innovative teaching learning methods such as Cooperative learning, Group discussions, Seminars and Lab Demonstrations.
- ❖ Arranging industrial visits, in-plant trainings and guest lecture for students. Organizing orientation programs, courses related to the curriculum.
- ❖ Use of teaching aids such as Models, Multimedia Presentations, NPTEL video lectures etc.
- ❖ Introduction of online academic monitoring systems - Linways, software to assess and regulate the academic process.

**Strategy to strengthen collaborative research and consulting environment with industry and other institutes:**

- ❖ Establishing research labs in departments imparting PG programmes.
- ❖ Encouraging the faculty for research publications.
- ❖ Motivating the students for research by organizing technical competitions and also presenting papers in conferences.
- ❖ Appreciating the research of students/ faculty.
- ❖ Forming MoUs with industries and other Educational research institutes.



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- ❖ Faculties are being motivated to undertake consultancy works.

#### Strategy to inculcate social and ethical values:

- ❖ Establishing NSS cell and organizing various social programs/ activities through this cell.
- ❖ Establishing community and ethical value based cells and organizing awareness programs on various ethical issues through these cells.
- ❖ Associating with Local Self Governmental Agencies and assisting them with technical support for the well being of local peoples.

#### Strategy to implement Green Initiatives in the Campus:

- ❖ With the help of NSS cell of the college, various activities are organized to have a plastic-free campus.
- ❖ Planting trees in the college campus was done by the students as a responsibility towards Mother Nature and a contribution to the initiative of a new campaign “One Student One Tree” during the month of August.
- ❖ The entry of outside vehicles/automobiles into the college campus can be restricted/limited so that the college will be free from air-pollution and accidents can also be avoided to a great extent. This will also encourage the stakeholders to use public transportation system.
- ❖ Protecting the natural water bodies in and around the college campus & proper maintenance of rain water harvesting system is to be implemented.
- ❖ Proper maintenance of waste management system, waste water recycling system & the biogas plant will help the campus to look neat, clean & provide a pleasant feeling.

#### Strategy to improve Placement Activities:



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The college Career Guidance and Placement Unit (CGPU) prepared an Action Plan to improve the placement activities, training and analysis of each department. The Action Plan includes:

- ❖ Conducting sessions on Aptitude, Group Discussion & Interview for Final Year students.
- ❖ The Placement Coordinators of all departments must identify and submit the department wise training & analysis requirements.
- ❖ The Placement Officer should get assistance from the Department Placement coordinators and student representatives for preparing the data bank.
- ❖ Preparation of list of possible Placement drives that can be brought to the campus with the collective efforts of CGPU team and personal contacts.
- ❖ The Department Placement coordinators must do the student mapping to identify the current position of pass out batch students and it must be recorded.
- ❖ The Career Guidance & Placement Unit team meeting must be held once in every week.

**The Institute has a Perspective plan for development:**

- ❖ It is developed by Principal under the guidance of governing council and HODs of various departments. Based on the academic schedule given by the affiliating university, academic calendar was prepared by the Academic Affairs Committee.
- ❖ The Academic calendar includes the list of pre-planned programs of various departments and exam schedules prepared with the knowledge of HODs. To ensure the development of the college, all the planning and execution are monitored regularly. Provision of adequate annual budget is in the plan.



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