# 5 YEAR STRATEGIC PLAN

## 2022-2027

### About SCMS – SSTM

The Prathap Foundation for Education and Training (PFET) was founded by Dr. G.P.C. Nayar in Kochi in 1976, heralding the beginning of a long journey toward a great future. Dr. Nayar, who held top management positions with leading global corporate houses, wished to impart quality education at affordable costs to aspiring youngsters in India. A sharp focus on quality education soon gave an edge to the institution. Located alongside the NH 544 beyond Kalamassery, in the heart of the industrial and business capital of Kerala, SCMS grew to become a centre of excellence for management and communication studies in a very short period. Today, it enjoys a reputable name across the globe.

With five campuses in Ernakulam (Cochin), PFET has developed a network of institutions under the name SCMS Group of Educational Institutions that offer quality education in a variety of fields, including management, mass communication, information technology, international studies, computer applications, engineering, architecture, polytechnics, biotechnology & biosciences, and water research institute.

SCMS School of Technology and Management (SSTM) is run as an institution of excellence in management and technology education, abiding by the rules and regulations of Mahatma Gandhi University. Students are given wide exposure to the latest teaching methodology and industrial experience as provided in top-class institutions. SSTM has in all respects kept the tradition and standard on par with those of SCMS, the flagship academy of the Group.

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**Our VISION**

A center of excellence renowned for its quality in management, technology, bio-science & bio- technology education and for its commitment to help individuals to achieve a holistic development

**Our MISSION**

- To impart inclusive quality education to aspiring younger generation through the best of teaching and learning opportunities.
- To discover, nurture and enhance creativity and innovation in scientific, technical and managerial competencies.
- To provide an enabling environment to imbibe human values in research, and community involvement.
- To facilitate transformational learning process to foster holistic development of students through enriched curriculum.

**OUR 5 YEAR STRATEGIC PLAN**

- Over the next five years, our higher education institution is embarking on an ambitious strategic plan that will shape the future of our institution and reinforce our commitment to excellence, innovation, and global recognition. This strategic plan outlines our key objectives and initiatives that will guide us towards our vision of becoming a leading institution in the field of higher education. Through collaborative efforts and a focus on continuous improvement, we aim to enhance the quality of our programs, elevate our academic reputation, and create an inclusive and empowering environment for our students, faculty, and staff. Based on the recommendations of the NAAC peer team and a SWOT analysis of the Institution by SSTM IQAC team with feedback from all the stake holders , a strategic plan for the Institution has been developed. With a steadfast commitment to our mission and a clear roadmap for success, we are confident that our institution will thrive and make significant strides in the next five years.
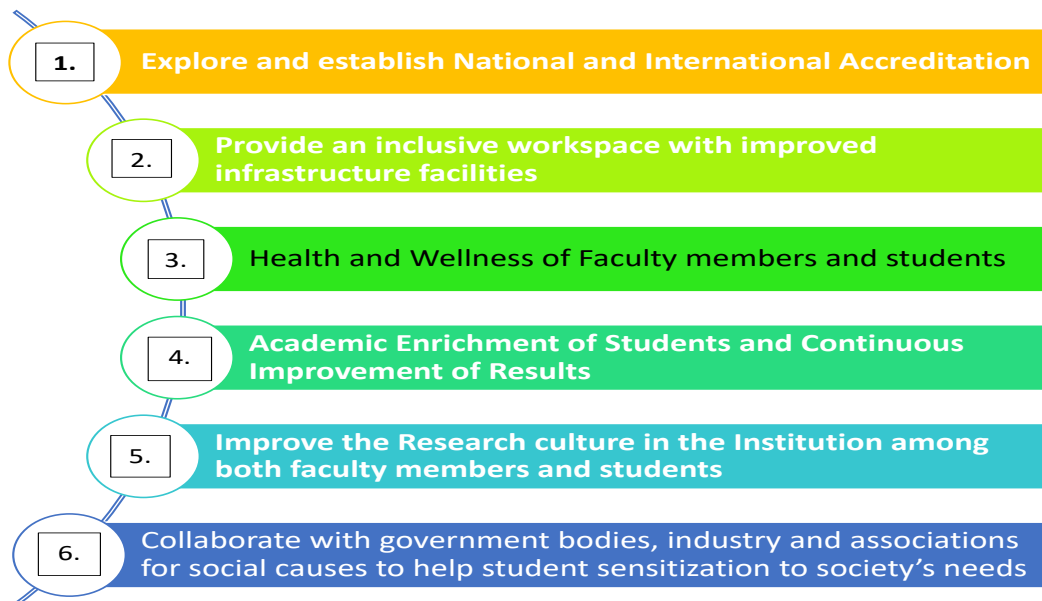
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**The six key focus areas identified for the five year period is as below:**

1. Explore and establish National and International Accreditation

2. Provide an inclusive workspace with improved infrastructure facilities

3. Health and Wellness of Faculty members and students

4. Academic Enrichment of Students and Continuous Improvement of Results

5. Improve the Research culture in the Institution among both faculty members and students

6. Collaborate with government bodies, industry and associations for social causes to help student sensitization to society's needs

## 1. Explore and establish National and International Accreditation

**Objective:** Enhance the reputation and quality of SSTM by exploring and achieving national and international accreditation for our programs and Institution as a whole.

**Research Accreditation Bodies:**

- Conduct thorough research to identify reputable national and international accreditation bodies relevant to our programs.

- Evaluate the accreditation criteria, processes, and benefits offered by each organization.

- Determine Accreditation Priorities by considering the needs and expectations of our students, faculty, and approval authorities and Department of Higher Education when selecting programs for accreditation.

- Develop action plans to ensure compliance with accreditation standards.

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**Establish Collaborations:**

- Forge partnerships and collaborations with other accredited institutions to gain insights and guidance in the accreditation process.

- Seek guidance from industry experts and professionals to enhance the quality of our programs and services.

- Create a robust documentation system to compile evidence and documentation required for accreditation.

- Ensure accurate and up-to-date records of curriculum, faculty qualifications, student performance, and institutional policies.

**Continuous Quality Improvement:**

- Implement a culture of continuous quality improvement across all programs and services through a well-structured IQAC.

- Regularly review and update curricula, teaching methodologies, and learning outcomes to meet evolving industry standards.

- Seek feedback from students, faculty, and industry partners to drive improvements.

- Provide professional development opportunities for faculty to enhance their expertise and instructional practices.

- Offer workshops, seminars, and training sessions on best practices related to accreditation requirements and quality assurance.

**External Reviews and Self-Assessment:**

- Conduct periodic external reviews and self-assessment to evaluate the effectiveness of our programs and services.

- Utilize feedback from external reviewers, industry experts, and stakeholders to identify areas for improvement.

**Application and Accreditation Process:**

- Prepare and submit accreditation applications to the selected national and international bodies.

- Engage actively in the accreditation process by cooperating with site visits, document submissions, and other requirements.

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By pursuing national and international accreditation, our institution will enhance its reputation and ensure the quality of our programs and services. Accreditation will provide external validation of our commitment to excellence and offer numerous benefits, including increased student enrollment, improved industry recognition, and enhanced opportunities for collaborations and partnerships. Through careful planning, collaboration, and continuous quality improvement, we will position ourselves as a leading institution in the higher education landscape.

## 2. Provide an inclusive workspace with improved infrastructure facilities

**Objective:** Provide an inclusive workspace that supports the diverse needs of faculty and students through enhanced infrastructure facilities.

**Accessibility Upgrades:**

- Conduct an assessment to identify areas requiring accessibility improvements.

- Implement modifications to ensure compliance with accessibility standards.

- Enhance physical spaces, technology systems, and resources to promote inclusivity.

**Technology Infrastructure Enhancement:**

- Upgrade technology infrastructure to facilitate efficient communication and collaboration.

- Improve network connectivity, hardware, and software systems.

- Invest in reliable and secure platforms to support seamless remote work and information sharing.

**Functional Common Areas:**

- Design common areas that are comfortable and functional for faculty and students.

- Furnish common spaces with appropriate seating, natural lighting, and greenery.

- Create inclusive environments that foster relaxation, collaboration, and a sense of belonging.

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**Safety and Security Measures:**

- Upgrade security systems, including access control and surveillance measures.

- Conduct regular safety drills and provide training on emergency response procedures.

- Ensure a safe and secure environment for all faculty and students.


**Multi-Purpose Facilities:**

- Develop versatile spaces for meetings, workshops, and events.

- Equip facilities with state-of-the-art amenities and audio-visual capabilities.

- Promote collaboration, creativity, and innovation among faculty and students.

**Environmental Sustainability:**

- Integrate sustainable practices into the infrastructure facilities.

- Implement energy-efficient lighting and water-saving fixtures.

- Promote recycling initiatives and incorporate green spaces to improve well-being.

**Inclusive Restrooms and Facilities:**

- Install inclusive restrooms to accommodate diverse needs.

- Ensure all facilities are accessible and equipped with necessary features.

- Provide breastfeeding rooms and accommodations for specific requirements.

By implementing these strategic points, our institution will create an inclusive workspace that supports the diverse needs of faculty and students. Through enhanced infrastructure facilities, we will promote inclusivity, collaboration, and well-being. This inclusive workspace will contribute to the overall success and satisfaction of our faculty and students, fostering a supportive environment for teaching, learning, and research.

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**3. Promoting Health and Wellness of Students and Faculty Members**

**Objective:** Prioritize the health and well-being of students and faculty members by implementing comprehensive programs and initiatives.

**Establish Health and Wellness Initiatives:**

- Offer resources and activities that focus on physical, mental, and emotional well-being.

- Collaborate with healthcare professionals and wellness experts to provide guidance and support.

- Enhance mental health services and counseling support on campus.

- Provide workshops and training on stress management, resilience, and self-care.

**Physical Fitness and Healthy Lifestyle Education :**

- Promote physical fitness through access to sports facilities, fitness centers, and recreational activities.

- Offer exercise classes, and outdoor programs to encourage regular physical activity.

- Provide educational workshops and campaigns on nutrition, healthy eating habits, and maintaining a balanced lifestyle.

- Encourage the adoption of healthy habits and behaviors among students and faculty members.

**Work-Life Balance:**

- Promote work-life balance among faculty members by implementing flexible work policies.

- Provide resources and training on time management and stress reduction techniques.

- Establish safe and inclusive spaces that foster a sense of belonging and community.

- Encourage open communication and peer support networks among students and faculty members.

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**Health and Wellness Resources:**

- Provide access to healthcare services, counseling, and support groups.
- Collaborate with local healthcare providers and organizations to expand the range of available resources.

**Regular Health Check-ups:**

- Organize health check-up camps and screenings for students and faculty members.
- Promote preventive healthcare measures through awareness campaigns and educational sessions.
- Facilitate access to vaccinations, immunizations, and preventive care services.

By implementing these strategic points, our institution will create a supportive and nurturing environment that prioritizes the health and wellness of students and faculty members. Through comprehensive initiatives, resources, and support, we will foster a culture of well-being that promotes physical, mental, and emotional health. Together, we will ensure that our campus community thrives and flourishes.

## 4. Academic Enrichment of Students and Continuous Improvement of Results

**Objective:** Enhance the academic enrichment of students and strive for year-on-year improvement in academic performance and outcomes.

**Student Support Services**:

- Strengthen academic support services such as tutoring, mentoring, and counseling.
- Implement interventions to address individual learning needs and enhance student success.
- Provide resources and tools for effective time management, study skills, and exam preparation.

**Engage in Outcome-Based Education:**

- Define clear learning outcomes for each program and course.
- Align teaching strategies, assessments, and evaluation methods with the desired outcomes.
- Regularly assess and monitor student progress towards achieving the defined learning outcomes.

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**Implement Effective Assessment Strategies:**

- Utilize a variety of assessment methods to evaluate student learning comprehensively.

- Emphasize formative assessments to provide timely feedback and facilitate improvement.

- Utilize summative assessments to measure overall student achievement.

**Data-Driven Decision Making:**

- Collect and analyze relevant data on student performance and outcomes.

- Use data to identify areas of improvement and make informed decisions.

- Implement evidence-based strategies to address identified challenges and enhance student success.

**Technology Integration:**

- Leverage educational technologies to enhance teaching and learning experiences.

- Incorporate digital tools, virtual resources, and online platforms to supplement classroom instruction.

- Provide faculty and students with training and support to effectively utilize educational technology.

**Continuous Quality Improvement:**

- Establish a quality assurance framework to monitor and assess academic programs.

- Encourage faculty, staff, and student involvement in program reviews and accreditation processes.

- Implement recommendations and best practices from external evaluations to drive continuous improvement.

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By implementing these strategic points, our institution will foster an environment of academic excellence and continuous improvement. By enhancing the curriculum, supporting faculty development, and providing robust student support services, we will empower students to achieve their full potential. Through data-driven decision making and the integration of technology, we will continually enhance teaching and assessment practices. Together, we will celebrate academic achievements and ensure year-on-year improvement in student outcomes.

## 5. Improve the Research culture in the Institution among both faculty members and students

**Objective:** Foster a vibrant research culture among faculty members and students, positioning our institution as a hub for knowledge creation and innovation.

**Promote Research Engagement:**

- Encourage faculty members and students to actively engage in research activities.
- Create a supportive environment that nurtures curiosity, critical thinking, and intellectual growth.
- Provide resources and infrastructure to facilitate research endeavors.

**Enhance Professional Development:**

- Support faculty members in staying updated with the latest advancements in their fields.
- Facilitate opportunities for faculty members to present and publish their research findings.
- Offer grants, fellowships, and research funding to encourage faculty members' professional growth.

**Empower Students as Researchers:**

- Promote undergraduate and postgraduate research programs across disciplines.
- Integrate research opportunities into the curriculum to enhance students' academic journey.
- Establish mentorship programs to guide students in their research endeavors.

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**Support Research Funding:**

- Actively seek external funding and grants to support faculty and student research projects.

- Provide guidance and resources for grant applications and project management.

- Establish internal funding programs to encourage innovative research initiatives.

**Cultivate Research Networks:**

- Facilitate participation in conferences, symposiums, and workshops.

- Encourage faculty members and students to present their research findings.

- Foster collaborations and partnerships with national and international researchers and institutions.

**Recognize and Celebrate Research Excellence:**

- Establish awards and recognition programs for outstanding research achievements.

- Showcase and promote faculty and student research through publications and events.

- Highlight research accomplishments to enhance the institution's reputation.

By implementing these strategic points, Institution will create an environment that fosters research excellence, innovation, and intellectual growth. These would empower faculty members and students to make significant contributions to their fields of study, enriching institution's reputation and advancing knowledge for the betterment of society.

**6. Collaborate with governmental bodies, industry and associations for Social causes – student sensitization to society and its needs**

**Objective:** Collaborate with governmental bodies, industry partners, and associations to sensitize students to societal needs and promote active engagement in addressing social challenges.

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**Establish Partnerships:**

- Form collaborations with governmental bodies, industry partners, and associations dedicated to social causes.

- Identify strategic partners aligned with our institution's mission and values.

- Foster long-term relationships to ensure sustainable impact.

**Provide Experiential Learning Opportunities:**

- Facilitate internships, fieldwork, and community-based projects with partnering organizations.

- Enable students to apply theoretical knowledge to real-world situations.

- Encourage reflection and critical analysis of the social impact of their experiences.

**Engage in Community Outreach:**

- Organize social awareness campaigns, public forums, and volunteer initiatives.

- Collaborate with local communities to understand their needs and challenges.

- Empower students to contribute actively to community development and positive change.

**Promote Industry Collaboration**:

- Foster partnerships with industry associations to address social issues in relevant sectors.

- Facilitate research projects and innovation initiatives that tackle industry-related societal challenges.

- Offer students opportunities to work on real-world problems alongside industry professionals.

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**Facilitate Networking and Mentorship:**

- Connect students with professionals, experts, and change-makers in relevant fields.
- Organize mentorship programs that provide guidance and support for students' social nitiatives.
- Encourage alumni engagement to share experiences and provide career guidance in social causes.

**Raise Social Awareness:**

- Organize workshops, seminars, and awareness campaigns on pressing societal issues.
- Collaborate with partnering organizations to bring experts and thought leaders to campus.
- Create platforms for dialogue and critical discussions to foster social consciousness.

**Foster Global Citizenship:**

- Promote international collaborations and partnerships for cross-cultural understanding.
- Encourage students to explore global social issues and engage in initiatives beyond local

  boundaries.
- Provide opportunities for students to participate in international conferences and exchanges.

By implementing these strategic points, our institution will create a culture of social awareness and responsibility among students. Through collaborations with governmental bodies, industry partners, and associations, we will enable students to actively contribute to addressing societal needs. Together, we will prepare our students to become compassionate, socially conscious citizens who strive to make a positive impact in the world.

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