

STRATEGIC PLAN 2023-28

Profile of the college

In the classical language, Sanskrit, Naipunnya means 'dexterity', 'expertise' or 'mastery'. Naipunnya as the name signifies, aims at professionalism, discipline and holistic development of the student. The institute is unique in its approach towards professionalism whereby all get a platform to refine and mould their talents.

Naipunnnya aims to become a dynamic center of excellence by motivating the youth to attain their dreams with the support of innovative and quality training programs. We mould students into successful and vibrant professionals by providing them with a perfect launching pad of learning, creativity, discovery and leadership skills. The motto rings loud and clear "To reach the unreachable".

INSTITUTIONAL BOTTOM LINE: QUALITY FRAMEWORK & STANDARDS

Vision and Mission of the college

We aim to be a National Centre of Excellence for value based, inclusive and holistic education and research, molding our students into highly proficient and responsible global citizens.

Mission of the college

Accomplish intellectual and professional excellence by creating an insightful, facilitating and mentoring, yet disciplined academic atmosphere. Cultivate a spirit of inquiry, advocacy and scientific temper among the members of the College. Execute academic and administrative plans and policies in an environment of transparency, equity and fairness. Ensure maximum resource efficiency as a responsibility towards the

future of the society. Enhance awareness about human rights, cultural and spiritual heritage, and the environment. Develop leadership qualities among the students to be the change leaders of tomorrow and equip them to meet the challenges of a world without frontiers. Leverage cutting edge technologies for dissemination of knowledge and for instructional methods. Create and maintain physical infrastructure which will support the Vision and Mission, and will be symbolic of the College's aspirations

CORE VALUES

- Dignity of the individual
- Freedom with accountability
- Openness
- Pursuit of Excellence
- Integrity
- Responsibility to the Environment

QUALITY POLICY

Naipunnaya School of Management aims to develop an effective Quality Management System to gratify the needs of an academic system through effective teaching and learning methodology. We will continually improve the QMS through evaluation and constant updating in compliance with university, and other statutory and regulatory norms. Naipunnaya School of Management is committed to foster excellence in Commerce, Arts and Science professionals equipping them to face the global challenges in the society.

CORE VALUES AND GUIDING PRINCIPLES

Our values

Our Values will set a framework for building and sustaining our college's culture. We honor these values and hold ourselves accountable to them.

- Dignity of the Individual – Respect diversity and facilitate members of our college to discover their multi-dimensional talents and grow to their full potential.
- Freedom with Accountability – Freedom to seek the truth, of thought and expression while holding ourselves accountable for



our actions and conduct.

- Openness – Listen to other viewpoints, and value and acknowledge them.
- Pursuit of Excellence – Value superior performance and continue to strive towards achieving the unachievable.
- Integrity – Discipline, equity and fairness will be the basis of all our decisions.
- Responsibility to the Environment – Respect the planet we inhabit and commit to environmentally sustainable practices only.

INSTITUTIONAL OBJECTIVES:

Objectives

In order to translate the vision and mission, the following objectives are set:

- To ensure equal opportunities for all.
- To promote research on new and relevant areas of knowledge.
- To organize events that foster inter cultural and inter religious harmony.
- To promote and propagate sensitization programmes on sustainable development.
- To mold a student community that is sensitive to traditional values and social concerns.
- To offer curricular and co-curricular programmes to keep abreast with advancements in science, technology and development.
- To nurture leadership qualities that ensure transparency, democracy and accountability in its functions.
- To identify and execute academic activities that ensures qualitative change in education.
- To ensure adequate infrastructural facilities for the effective conduct of envisaged programmes.
- To introduce add-on and certificate courses exercising the freedom to design its curriculum.



SWOC ANALYSIS

Strength

- The institution boasts a strong academic ambience.
- It features well-maintained infrastructure.
- Digital platforms are effectively utilized.
- Relevant add-on courses are available.
- An in-house hostel facility is provided.
- High-speed internet and Wi-Fi enable seamless connectivity across the campus.

Weakness

- Academic autonomy
- National rankings
- Research departments
- Research activities are growing but require more momentum.
- Foreign collaborations could be increased.

Opportunities

- Aspiring to be Autonomous degree granting college
- Scope for starting new innovative courses.
- UGC 2(f) & 22(B)
- Tourism & hospitality consultancy

Challenges

- University restrictions on Research guideship in self-financing colleges
- Suspension of classes during centralized valuation camps
- Attracting national and international employers to the campus is a challenge



ACADEMIC STRATEGIC PLAN 2023-2028

Naipunnya School of Management, Cherthala has always been committed to Quality Assurance and Maintenance. Several steps have been taken to ensure and maintain high standards of education and align the goals for college learning with the needs of the new global century. The college seeks to give its students a campus to guide their learning, and to make the outcomes of their college education effective in all spheres including broad knowledge, intellectual and practical skills, personal and social responsibility, and integrative learning - thus providing excellence at all levels of education. The college understands that highly intentional planning, teaching and assessment is required to improve learning and to sustain engagement of all students. This is to ensure that students achieve the sophisticated outcomes expected from contemporary college education.

STRATEGIC PLANNING REVISION COMMITTEE

- 1) **Fr. Baiju George Ponthempilly** Principal & Executive Director
Naipunya School of Management, Chairman
- 2) **Mr. Abhinand C S**, IQAC Coordinator, Member)
- 3) **Fr. (Dr.) Paulachan Kaithottungal** (Principal, NIMIT, Pongam,
Member)
- 4) **Dr. Johnson K M** (Principal, Bharat Mata College, Member)
- 5) **Dr. Jacob P M** (Chairman, NBS, Pongam)
- 6) **Dr. Prasanth Kumar M** (HoD, PGDCM, Member)
- 7) **Ms. Lalamy T K** Department (Assistant Professor, PGDCM,
Member)
- 8) **Ms. Lima Sabu** (Assistant Professor, PGDE, Member)



STRATEGIC PLAN 2023 – 2028

Quality Enhancement Initiatives

Quality is essential for surviving the global competition in education. Naipunnaya School of Management is proposing to give more attention to the area of Quality enhancement for that the college is expecting to take quality enhancement initiatives as follows:

Sl.N O	Year	Planned Outcome	Action Plans
1	2023	Academic ERP	Library is partially automated, with entry and exit through a bar-coding system.
2	2023	NAAC Accreditation	The college is in the final stage of accreditation, preparing for IIQA.
3	2023	NIRF	Registration & periodical data submission
4.	2024	2(f)12(B)	Registration & Data submission
5.	2024	Principal post	A separate principal will be appointed other than Executive director
6.	2024	ERP Upgrade	Upgradation 80-90% of total teaching- learning - administrative or activity through ERP.
7.	2024	New Educational Board	Established a new educational board for Add-on courses.
8.	2025	Paper-less Campus Initiatives	Class 3 Signature has introduced
8	2025	Autonomous	Attaining autonomous status by



		status	2025
9	2027	20% faculties with Ph.D	Ensure at least 20% faculties with Ph.D
10	2028	Collaborations and tie ups with foreign universities.	Initiate collaborations process with foreign universities

Curricular Aspects

The college has to implement time bound graduate attribute linked course plans. New and innovative Add-on/ Certificate courses have to be introduced by each department for the enhancement of students' skills. The college is planning to apply for new UG and PG courses in the next three years.

SI NO	Year	Planned Outcome	Action Plan
1	2024	Begin new courses for both PG and UG	New and innovative degree programs will be started
2	2024	New Add on / Value added courses	Started framing new add on courses for UG students
3	2025	Improve Results	Continuing the same strategy for result improvement as it proved fruitful and expecting more improved result by 2025
4	2025	Promote Internships, Projects and Incubations even not specified in syllabus	Maintaining the existing MoU , and will include more skill based internships.
5	2026	60% add-on courses from external expects	At least 60% add-on courses from external expectations.



Research

Research helps teachers to grow professionally and to show how they are extending their own professional knowledge. Our college have many plans which would help to build a professional community

SI NO	Year	Planned Outcome	Action Plan
1	2024	Encourage Research papers	Specific orientation given to the teachers for doing research
2.	2024	Book publishing scheme	Expecting more publications from faculty as well as PG students.
3	2025	Encourage PHD programs	At least 60 % of the entire faculty should be doctorate.
4	2026	International Research conference	Organizing an international research conference.
5	2027	College journal	Expecting the release of a college journal.
6	2028	Research department	Establish a research department.

Infrastructure

The infrastructure of the college plays a vital role in the development of a college as the students are focusing on facilities available in the labs, classrooms and campus for selecting a campus. our college is planning to have a very good infrastructure for effective teaching learning and progressive academic development.

SI NO	Year	Planned Outcome	Action Plan
1	2025	Upgradation of open Auditorium	Expected to inaugurate on 2025
2	2024	Renovation of	Renovation expected to be



		Boys-Girl's hostel	completed on 2024
3	2025	Improve Sports facilities	Enhancement of Yoga facilities. Open Gym program in different parts of the campus.
4	2025	Renovation of canteen & cafeteria	Expected to renovate the canteen and cafeteria by 2025.
5	2027	Upgradation of solar system	Enhancing the efficiency of the solar system to achieve a target of 80-90%
6	2028	Zero waste management system	Reducing waste at all levels and promoting sustainable practices.

Student Support

To encourage the students to get involved in leadership roles on campus and in the community and also explore social problems, various student support programs are planned by the institution.

SI N O	Year	Planned Outcome	Action plan
1	2024	Outcome Based Education	Training for OBE to all faculties provided.
2.	2024	Single software window	Improving single software windows for academic and administrative purposes.
3	2025	MOUs and Collaborations with other colleges and institutions	Expected to maintain existing MoUs and signing of new MoUs



4	2025	Scholarship Assistances	Expected to increase the number of Scholarship assistance given to financially weak students.
5	2025	Ensure Placement to 100%	Specific placement training to all first-year students. Attract and make negotiations with companies.
6	2025	Strengthen clubs, forums and cells	All clubs are working on their manuals. Monetary and non-monetary support are given by the college to clubs, forums and cells. Advisory help from government officials for clubs like NSS, NCC Vimukthi etc.....
7	2026	New PG course	Implementation of new PG courses
8	2027	Increasing internship training	Increasing internship training among students to 100%
9	2028	Incubation centre	upgrade a dedicated space with workstations and meeting rooms

Naipunnaya School of Management, Cherthala has crafted an institutional strategic plan for 2022-2027, aiming to uphold its mission of providing quality education that aligns with the demands of a globalized society. The institution's objectives focus on inclusivity, research, cultural harmony, sustainability, and leadership, encouraging students to embrace traditional values while adapting to scientific and technological advancements. Key to this plan is fostering a rich academic environment that supports both personal and intellectual growth, preparing students for real-world challenges with a well-rounded education.

The SWOC analysis highlights the institution's strengths in academic excellence, infrastructure, and digital resources. However, it identifies



certain areas for improvement, such as gaining academic autonomy and increasing research collaborations. Opportunities include pursuing autonomous status and expanding innovative course offerings, while challenges revolve around regulatory restrictions on research in self-financing colleges and attracting top employers. These insights guide the college's initiatives to build on its strengths while addressing weaknesses and seizing growth opportunities.

The strategic plan outlines quality enhancement and academic initiatives, including implementing ERP systems, enhancing library automation, and pursuing accreditations like NAAC and NIRF. To support academic growth, new UG and PG programs, as well as add-on courses, will be introduced. Furthermore, a strong emphasis is placed on research, with goals of establishing a research department, promoting faculty publications, and organizing international conferences. These efforts underscore the college's commitment to continuous improvement and aligning its academic practices with global standards.

Infrastructure and student support improvements are integral to this plan. Upgrades to hostels, the auditorium, and sports facilities, along with canteen renovations and a solar energy system, are intended to create an engaging, sustainable campus. The college also seeks to boost student involvement through leadership programs, MOUs, scholarships, and placement services. By offering training in Outcome-Based Education (OBE) and developing incubation centers, the college aims to provide holistic support for students' academic and professional aspirations, contributing to a well-rounded educational experience.



Dr. BIJI P. THOMAS
PRINCIPAL
NAIPUNNYA SCHOOL OF MANAGEMENT
CHERTHALA-688 524