DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE
(Autonomous)
College with Potential for Excellence, Linguistic Minority Institution
Affiliated to University of Madras
Arumbakkam, Chennai – 600 106.

6.2 Strategy Development and Deployment

6.2.1 The institutional Strategic/ Perspective plan is effectively deployed

6.2.1: The Institutional Strategic/Perspective plan is effectively deployed.

The management of DDGDVC embarked on the holistic deployment of perspective plans in all strategic areas to elevate the institution to greater heights in education and research.

2016 – 17: ENVIRONMENTAL REGENERATION

The institution introduced a slew of eco-friendly initiatives which augmented the existing green cover of the campus. The GO GREEN initiative adopted by the college reflects its deep concern for the environment and has led to the creation of an inspiring and productive atmosphere. The generation and use of solar energy was implemented in different areas of operation in the institution. Some of the measures were:

- Campus declared as "Plastic Free Zone"
- Equipped with solar power
- Installation of LED lights
- Landscaping / planting trees in the campus.
- Setting up of a kitchen garden in the hostel to encourage self-sufficiency.
- Conduct of Green Audit during March 2020.

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2017 – 2018: INFRASTRUCTURE DEVELOPMENT

"Ganga Block", was refurbished with modern amenities and facilities to house the Department of Visual Communication and Journalism with a state-of-the-art media laboratory equipped with latest technology and gadgets. It provides a creative space for digitalised projects and programmes. The Goverdhan block was modernised with specialised laboratories for Computer Science and Applications.

2018 – 2019: IT INFRASTRUCTURE:

The college was a pioneer in the introduction of ICT in all aspects of the teaching-learning process which enabled the enhanced quality of education. With the launch of "E-Readers and Class-marker" and subscriptions to EBSCO and NLIST databases, the faculty and the students could access digital material from the library. Digitalisation of administration, finance and accounts and student support systems were implemented along with the automation of the Examination portal.

2019 – 2020: GLOBAL ACADEMIC COLLABORATIONS

With the sound base of exceptional academia, infrastructure and technology, the institution took a giant leap into the global educational arena. The Department of B. Com. Finance & Taxation signed an MoU with ACCA (UK) and ISDC. The Department of B. Com. Honours integrated its curriculum with CMA, USA. The parameters of Outcome Based Education were clearly defined and implemented along with the existing CBCS pattern in teaching, learning and evaluation. The Green Audit was carried out in March 2020 to authenticate the GO GREEN initiative of 2016-17.

2020 – 2021: ACADEMIC ENRICHMENT:

The pandemic phase necessitated the paradigm shift to virtual teaching learning andragogy. The institution has transitioned smoothly and adapted to the mode of blended learning. This entailed the adoption of latest ICT tools in teaching, learning and evaluation. Periodic assessment and term-end examinations were conducted online thereby facilitating the digitalisation of the examination system. Technologically advanced computer laboratories established in the college have enabled the virtual academic connect. Faculty/Student centric enrichment programmes were conducted through virtual mode to enable effective adaptation.

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FUTURE PLANS - *VISION 2025*

"Recounting more than 5 decades of transformation in higher education for a futuristic development"

Human Imperatives:

- Building the core competencies of Teaching and Research Faculty and Non-Teaching Staff.
- Setting up of Teaching Learning Centre [TLC] to empower the Faculty with recent trends in the respective areas of study, course content, teaching learning process, pedagogy and andragogy and to emerge as a **"CENTRE FOR EXCELLENCE".**

"Create Academic thinkers and leaders - knowledge creators"

Intellectual Imperatives:

- Instituting lectureships, Endowed posts, Chairs, Projects for theoretical and practical research.
- Establishment of Institute's Innovation Council [IIC] to inculcate and promote the sense of entrepreneurship and innovative ideas in the young minds of arts, sciences, management and the liberal arts leading to **"Status of Eminence"** in research and entrepreneurship.

"High-quality research relating to public policy and governance"

Physical Imperatives:

- Building infrastructure – state of the art auditorium with larger capacity, MOOC Development Centre by expanding the existing media centre and intensive use of technology.

"Campus spread over large land parcel with state of-the-art infrastructure for teaching and research"

Environment Imperatives:

Creating a conducive environment through full- fledged Green Campus in line with the Sustainable Development Goals [SDG] to elevate it to a Sustainable Green Environment with focus on cultivating herbal flora and fauna to make it a "healthy atmosphere" for the stakeholders.

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Economic & Social Imperatives:

Developing skill sets, improving the employability factors and churn out a productive workforce by imparting technical and soft-skills training

- Imparting skills /education that enable the students to initiate start-ups and entrepreneurial ventures.
- Enabling higher education graduates with pertinent skills and in-depth training, to match the employment needs of corporate houses across the globe.
- Generating increased awareness leading to improved human development and social indicators viz. health, sanitation, law and order and environment friendly practices.

"Talented and research-oriented individuals"

Figure: Vision 2025 for Student's Overall Development

Academic Diversification:

- Initiatives to adopt Institutions in interior Tamilnadu to improve their quality by student and Faculty exchange programmes.
- Initiation of Cross Learning initially at the PG level, followed by the UG level.
- Inclusive education - Skill Based
- Internationalisation of academic courses by attracting foreign students to pursue education in our institution.

"Strong contribution towards the global knowledge pool"

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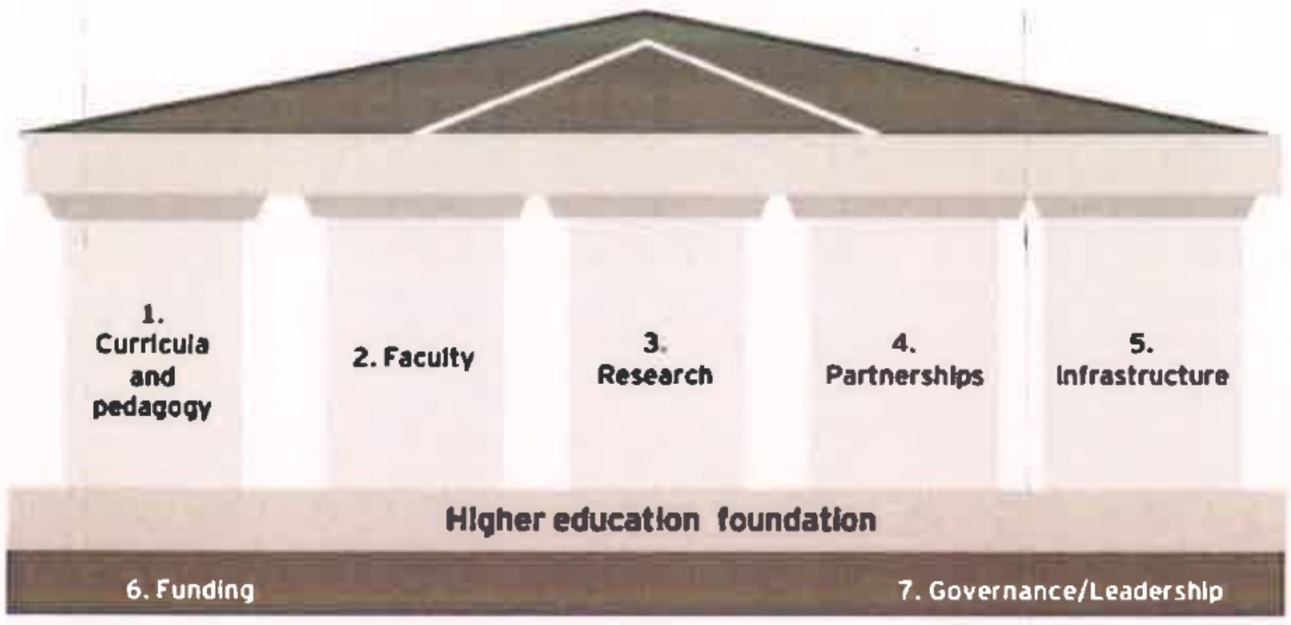
Corporate Collaborations:

- Establishment of Management Development Centre to be a **nucleus of excellence** in **Management Education, Research and Consultancy** to provide highly energetic and professionally competent managers with positive attitude, high values, commitment and dedication to meet the growing challenges of professional management needs.
- Collaborations with global institutions to conduct collaborative research and organize student and faculty exchange programs, joint lectures and seminars.
- Collaborations with business/corporate houses to conduct industry-relevant research.
- Collaborations with the community to ultimately advance goals of relevance to humanity.

"Leaders in research-related output and intellectual property, enabling leapfrog innovations in Industry"



Methodology:

Students Enrollment	Curriculum Enrichment
• Focus on enrolling students with a strong aptitude in their chosen fields. • Higher proportion of undergraduate enrolment.	• Focus on imparting knowledge and technical know-how and delivering content, as also providing additional quality content / knowhow for knowledge advancement. • Updated Courses that are in sync with market requirements. • Curriculum designed in consultation with industry practitioners • Combination of theory and practical

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	methods in pedagogy • Field visit/ Project / Institutional training during the course of study. • Pedagogy that focuses on developing critical thinking, problem solving and communication skills, while emphasizing student learning outcomes. • Entrepreneurship training to build future business leaders. • "Liberal arts approach" to education to create well-rounded individuals.
Faculty	**Research Focus**
• Recruit faculty with Average industry experience of 7-10 years. • Faculty student ratio – 1: 25. • Higher proportion of visiting/ contractual faculty. • Faculty would act as mentors to students guiding them on their careers in the industry	• Mainly applied / industry-oriented research. • Adapt content from industry. • Live projects funded, supported and mentored by the industry
Infrastructure	**Partnerships**
• Functional campus, meeting all basic requirements • Adequate number of books, journals and computers • Mix of online and face-to-face delivery of content (Blended Learning). • Widespread online network to reach out to the large student base Peer-to-peer learning technology.	• Partnerships with leading Indian institutions for distance learning programs and content. • Partnerships with industry for industry visits, conferences, and guest lectures. • Partnerships with ITIs, polytechnics and other vocational training providers for skills training.

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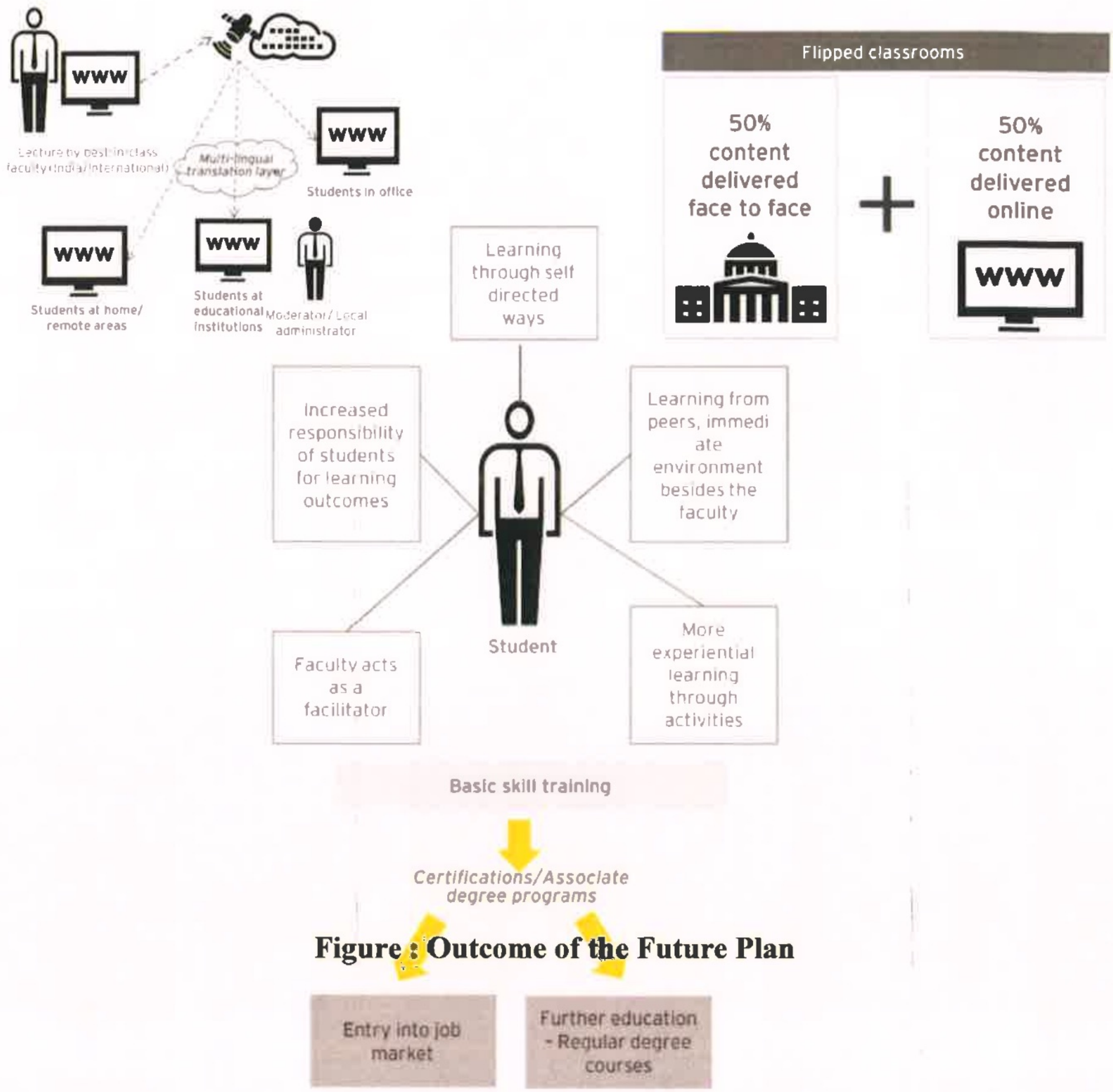

Figure : Outcome of the Future Plan

Outcomes of the above plan shall be:

Governance	Funding
• Autonomous and conducive to academic freedom. • Governing body comprising a mix of academicians and Administrators. • Self enforced regulations. • Full disclosure of all institute-related data.	• Financial support from Government for research. • Endowments from industry. • Strong alumni network. • Industry sponsored research / live projects

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Students and Alumni	Industry
• Holistic education to a large student base at an affordable cost. • Enhanced employability of graduates across white collar jobs. • Development of future industry leaders and professionals. • Continuous professional development of alumni through regular engagement.	• Benefit to India's growing knowledge economy by producing industry-ready talent with the necessary skills.
Government	**Nation**
• Attainment of Objectives delivering industry-oriented education to a large section of the 18-23 age group population.	• Increased employability leading to augmented productivity and income levels, resulting in multiple social benefits including an increase in the standard of living.

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