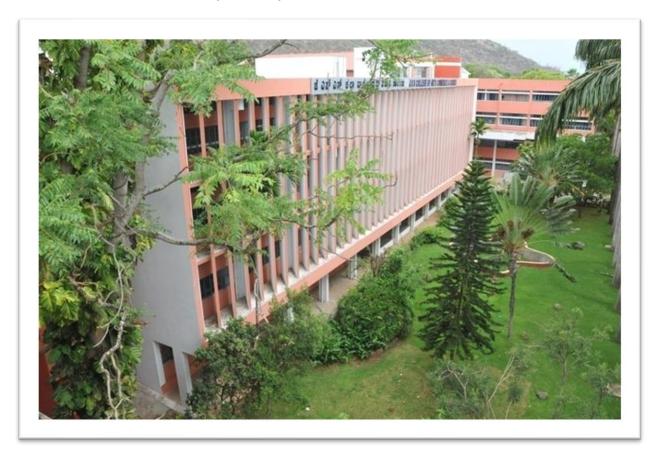**JSS Mahavidyapeetha**

JSS College of Arts, Commerce and Science (Autonomous)

Ooty Road, Mysuru- 570025, Karnataka

STRATEGIC DEVELOPMENT PLAN (SDP)

2024-29

JSS College of Arts, Commerce and Science
Autonomous, A Grade, College with Potential for Excellence
Ooty Road, Mysuru-570025

JSS College of Arts, Commerce and Science, Mysuru

Strategic Development Plan (SDP) (2024–2029)

INTRODUCTION

JSS College of Arts, Commerce and Science, Mysuru, is a well-recognized autonomous institution under the University of Mysore. The institution is dedicated to providing high-quality education and fostering intellectual, personal and professional growth. As the educational landscape continues to evolve due to the introduction of the New Education Policy (NEP), technological advancements and global trends, the college must adapt and grow accordingly. This strategic development plan outlines the goals, objectives and key actions to be pursued over the next five years, ensuring the college's continued success and impact on its stakeholders.

VISION

To be known as an institution providing need-based, skill-integrated, cost- effective, quality and holistic education, transforming the students into globally competitive, employable and responsible citizens and to be recognized as a center of excellence.

MISSION

- To create and acquire relevant knowledge along with skills and global competencies and disseminate the same among students.

- To provide holistic education through relevant curricula, programmes and pedagogic innovations focusing on employability and self-employment.

- To undertake research work contributing to the creation of knowledge, skills and its applications for sustainable development.

- To establish linkage and collaborations for the betterment of teaching, learning, research and extension.

- To provide good infrastructure, human resource and necessary support-services for the betterment of students' progress and welfare.

- To promote national integration, human rights, universal brotherhood and community development activities through inclusive practices.

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STRATEGIC GOALS FOR 2024–2029

The College is poised to grow and adapt to the challenges of the 21st-century education landscape. By focusing on academic innovation, research development, global partnerships and community engagement, the college will not only enhance its institutional stature but also create a lasting and meaningful impact on students, faculty and society at large. The next five years will be transformative, setting the foundation to create high standard brand and platform for the institution.

The strategic plan for the College will focus on several core areas to align with the evolving educational environment. These areas include academic excellence, research, faculty development, student engagement, infrastructure, community outreach, alumni relations and global outreach. Each of these areas will include clear objectives and actionable steps to achieve them.

A. CURRICULUM DEVELOPMENT FOR ACADEMIC EXCELLENCE

The core objective of the college's academic framework is to ensure that students receive a high-quality, relevant education that prepares them for the modern workforce. To achieve this, the college will continuously review and update its curriculum to reflect current industry trends and emerging fields. Emphasis is to be given to expose the students for industry activities mandatorily. The courses on projects, internships, fieldwork and case studies are to be made as hard-core courses and students are to ensure their relevance to employability.

New programmes in areas such as Data Science, Artificial Intelligence, Environmental Studies and Sustainable Development are to be introduced.

The Action Plan for curriculum development is as follows:

1. **Curriculum Review and Revision**: The Board of Studies, comprising experts from academia, industry and alumni, will look after the periodic review of the curriculum. This process will ensure alignment with industry needs and global standards.

2. **Integration of Technology**: The college will expand its use of smart classrooms and blended learning models that combine face-to-face instruction with digital resources.

3. **Certification Programmes**: Students will be encouraged to complete courses through online platforms such as SWAYAM and MOOCs, earning certifications that enhance their employability.

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4. **Faculty Development Programmes**: Workshops and training sessions will be conducted regularly to help faculty adopt new teaching strategies and technological tools.

B. TEACHING, LEARNING AND EVALUATION

The college will work and fix the commitment in achieving the following for the complete satisfaction of stakeholders.

1. Creation of Smart Classrooms

Smart classrooms will be established to integrate advanced technology into the teaching-learning process. Each classroom will be equipped with projectors, smart boards, high-speed internet and audio-visual systems to enhance interactive learning. Faculty members will be trained to use these tools effectively, ensuring seamless integration of technology into pedagogy. Regular maintenance and upgrades will be prioritized to keep the systems functional and up-to-date. Additionally, hybrid learning infrastructure will be developed to facilitate both online and offline modes of teaching, ensuring flexibility in education delivery.

2. Digitized Learning Resources

To provide accessible and comprehensive learning materials, a digital repository will be created, housing e-books, lecture notes, videos and open educational resources (OER). The institution will subscribe to platforms like NPTEL, Coursera and discipline-specific repositories to diversify resources available to students. A robust Learning Management System (LMS) will be implemented for sharing course materials, quizzes and assignments. Furthermore, digital tools such as simulation software, virtual labs and research databases will be introduced to promote experiential and participatory learning among students.

3. Scope for Online Learning

Beyond the traditional offline curriculum, opportunities for online learning will be expanded to foster lifelong education. Students will be encouraged to enroll in Massive Open Online Courses (MOOCs) from platforms like SWAYAM, Coursera and edX, with the possibility of credit transfers for relevant courses. Faculty members will integrate online learning tools into their curriculum and organize virtual workshops, webinars and guest lectures with industry experts. Additionally, the institution will develop its own micro-certification courses in emerging areas such as artificial intelligence, data analytics and soft skills to meet evolving industry demands.

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4. Strengthening Outcome-Based Education (OBE)

Outcome-Based Education (OBE) will be reinforced to align teaching methodologies and assessments with graduate attributes and industry expectations. Curriculum updates will be conducted regularly to meet contemporary needs, while faculty will be trained to develop course and program outcomes aligned with OBE principles. Mechanisms will be implemented to measure and analyze student achievements concerning graduate attributes, with annual reviews to enhance benchmarks. These efforts aim to improve employability, communication skills, ethical understanding and other key outcomes.

5. Career Advancement Opportunities for Teachers

To motivate and retain talented faculty, a structured system of recognition and career advancement will be implemented. Faculty will be encouraged to pursue higher qualifications such as Ph.D. degrees or postdoctoral studies through sabbatical leaves and financial assistance. A performance-based system for annual increments and promotions will be established, alongside awards for best teaching, research and innovative practices. Workshops and training programmes will be organized to keep faculty updated on modern pedagogies and industry trends, ensuring professional growth and satisfaction.

6. Additional Initiatives

Interdisciplinary learning will be encouraged by fostering collaborations between departments and integrating faculty research into teaching. A comprehensive feedback system will be strengthened using data analytics to make informed improvements in teaching methods and course content. Remedial classes for slow learners and enrichment programmes for advanced learners will ensure inclusive academic support. By introducing flexible curricular structures, multidisciplinary education and holistic approaches, the college will ensure to inculcate the positive mindset in students for holistic development. Health and wellness initiatives, including yoga, sports and mental health workshops, will further enhance the learning environment, creating a well-rounded educational experience in students.

C. FACULTY DEVELOPMENT, RESEARCH EXCELLENCE, CONSULTANCY SERVICES AND INNOVATION ECOSYSTEM

A significant part of the SDP focuses on enhancing the qualifications and research capabilities of the faculty. The College aims to increase the number of Ph.D. qualified faculty members and support them in achieving impactful research outcomes.

The detailed action plan is given below:

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1. **Recruitment and Retention**: The college will prioritize hiring faculty with Ph.D. qualifications and a robust research background. Policies will be implemented to retain talented educators by offering competitive salaries, research incentives and career development opportunities.

2. **Research Funding and Support**: Faculty members will be provided with seed funding for initiating research projects. Support will be extended for attending conferences, publishing papers in high-impact journals and pursuing patents.

3. **Interdisciplinary Research Center**: An on-campus Research and Innovation Center will be established, promoting collaborative research across disciplines such as Biotechnology, Social Sciences and Environmental Studies.

4. **Collaborative Partnerships**: Partnerships with top national and international institutions will be developed to facilitate joint research projects, faculty exchanges and mentorship programmes for junior researchers.

5. **Strengthening of consultancy and corporate training activities**: To strengthen consultancy and corporate training activities, a dedicated team will be formed to identify industry needs and establish collaborations with corporate organizations. Faculty with domain expertise will be encouraged to offer consultancy services and design customized training programmes tailored to industry requirements. A robust framework will be developed to formalize these partnerships, including MOUs with companies for long-term engagement. Workshops and seminars will be conducted to enhance faculty expertise in consultancy and professional training. Marketing efforts through institutional websites, social media and networking events will promote these services. Revenue generated will be reinvested in capacity building, infrastructure development and faculty incentives, creating a sustainable model to position the institution as a trusted partner for industry growth. The college will ensure to attain the outcome of generating at least ₹2-3 Lakhs/year from 2024-25 to 2029-30.

6. **Major preference to Entrepreneurship activities to ensure the support of college for standard level innovation ecosystem:** The college will prioritize entrepreneurship activities to establish a robust innovation ecosystem that supports students and faculty in transforming ideas into viable ventures. A dedicated existing Start-up Cell or Entrepreneurship Development Cell (EDC) will be strengthened to provide resources, mentorship and funding opportunities. Regular workshops, hackathons and startup pitch events will be organized to foster creativity and innovation. At least two to three

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such programmes will be conducted every year so that ana achievable 4-6% of students may become established Entrepreneurs every year. Collaboration with industry partners, venture capitalists and incubators will offer students real-world exposure and access to essential networks. Faculty will be encouraged to integrate entrepreneurship modules into the curriculum, emphasizing problem-solving and design thinking. By nurturing entrepreneurial mindsets and providing necessary support, the institution aims to position itself as a hub for standard-level innovation and business development.

7. **Mentoring of early stage and other interested researchers:** To foster a culture of research excellence, a structured mentoring program will be implemented where research-competent and experienced faculty will adopt early-stage and less-performing researchers in their respective disciplines. These mentors will provide personalized guidance on research methodologies, processes, protocols and achieving meaningful outcomes. Regular workshops, hands-on training and collaborative research opportunities will be organized to enhance the mentees' skills and confidence. By creating an environment of continuous learning and mutual support, the program aims to improve the quality and quantity of research outputs. With these efforts, the institution aspires to achieve a consistent increase in research output by 20% annually, further strengthening its academic and research standing.

8. **Motivation and Appreciation schemes for outstanding faculty in the field of research**: To motivate and appreciate outstanding faculty in research, a comprehensive recognition and reward system will be established. Annual awards such as "Best Researcher" or "Top Publisher of the Year" will be introduced, with winners honored during significant institutional events to foster a sense of pride and accomplishment. Monetary incentives, including cash rewards, grants and increments, will be tied to achievements like publishing in high-impact journals or securing patents. Career advancement opportunities will be aligned with research contributions, offering fast-track promotions and leadership roles. Public acknowledgment through institutional websites, newsletters and social media will highlight achievements, inspiring others to follow suit. Access to state-of-the-art research infrastructure, exclusive funding of ₹2 – 3 Lakhs per faculty of Seed Money grant and partnerships with prestigious institutions will further support faculty in their pursuits.

Additional measures will include sabbaticals and fellowships to enable faculty to focus on advanced research or collaborate internationally. A mentorship program will pair

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senior researchers with early-career faculty to promote knowledge sharing and foster collaborative projects. These strategies aim to create a supportive and rewarding environment that encourages sustained research excellence, boosts institutional research output and strengthens the college's reputation as a hub for innovation and academic advancement.

The above action plan will definitely make the college to have the outcome of:

- an increase in research publications and patents.
- growth in collaborative research projects and partnerships.
- enhanced faculty expertise, contributing to a richer academic environment.
- elevation of the college to get transformed to institute of global importance

D. STUDENT ENGAGEMENT, SUPPORT AND HOLISTIC DEVELOPMENT

JSS College is dedicated to nurturing well-rounded individuals by promoting a balance between academic and extracurricular activities. Student engagement initiatives will be designed to cultivate leadership, critical thinking and creative skills.

The detailed action plans are as follows:

1. **Mentorship Programmes**: Expanded mentorship initiatives will guide students through academic and career challenges, helping them achieve their full potential.

2. **Student-Led Initiatives**: Innovation cells and student clubs will be established to encourage entrepreneurship, creativity and teamwork.

3. **Wellness Programmes**: Comprehensive mental health and wellness programmes will be introduced, including counseling services, workshops on stress management and physical fitness initiatives.

4. **Skill Development Workshops**: Regular workshops on leadership, communication and other employability skills will be conducted to prepare students for the job market.

5. **Placement support**: College works to the expectation of students and their parents in making them employed through appropriate career guidance or counselling programmes and placement drives. The college put efforts in making at least 30-40% students who are graduated to get placed in industries, academic institutions or any other organizations. Out of remaining, because of the support extended by the college 30-40% of students will be encouraged to progress into next level of education. Whoever willing to become Entrepreneurs are supported to their expectations.

While ensuring implementing all the above will be expected the following outcomes:

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- Increased student satisfaction and participation in college activities.
- Better-prepared graduates with strong leadership and critical thinking skills.
- A supportive environment that fosters student well-being.

E. INFRASTRUCTURE AND TECHNOLOGICAL ADVANCEMENTS

To support the goals of academic excellence and faculty research, infrastructure development and technological enhancements are vital. The college will invest in state-of-the-art facilities that provide an optimal learning and research environment.

The action plan includes

1. **Upgrading Classrooms and Labs**: Modern classrooms equipped with ICT tools and research labs with advanced scientific equipment will be developed.

2. **Learning Management System (LMS)**: A comprehensive LMS will be implemented to facilitate blended learning and virtual collaboration.

3. **Sustainability Initiatives**: Projects such as establishing water recycling plants and effective waste management system will promote environmental responsibility.

4. **Accessibility Improvements**: Infrastructure will be enhanced to accommodate students with disabilities, ensuring an inclusive educational environment.

Expected outcomes are:

- Improved teaching and learning experiences through modern facilities.
- A sustainable campus with reduced environmental impact.
- Increased research productivity due to better-equipped labs.

F. COMMUNITY ENGAGEMENT AND SOCIAL RESPONSIBILITY

Recognizing its role as a responsible educational institution, the College will continue to engage with the local community and address social issues through various outreach programmes.

Detailed Action Plan:

1. **Collaborations with NGOs and Government Bodies**: The college will work with organizations to implement community projects in education, health and environmental conservation.

2. **Awareness Campaigns**: Campaigns focusing on critical social issues, such as health literacy and environmental protection, will be organized.

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3. **Curricular Integration**: Community service and volunteer activities will be incorporated into the curriculum to instil a sense of social responsibility in students.

The expected outcomes will be

- Strengthened community ties and improved public perception of the college.
- Enhanced student involvement in social and environmental causes.
- Long-term impact on local and regional community development.

G. ALUMNI AND INDUSTRY PARTNERSHIPS

Maintaining robust relationships with alumni and industry partners is crucial for providing students with real-world exposure and improving job placement rates.

Detailed Action Plan:

1. **Alumni Network Strengthening**: A dedicated alumni association will be established to facilitate ongoing engagement through annual events, mentorship programmes and collaborative projects.

2. **Industry Collaborations**: Partnerships with industry leaders will provide opportunities for internships, training and job placements for students.

3. **Guest Lectures and Workshops**: Alumni and industry experts will be invited to conduct guest lectures and workshops, enhancing the practical knowledge of students.

The outcomes expected are:

- Increased internship and job placement opportunities for students.
- A more active alumni network contributing to college development.
- Stronger industry ties that benefit academic and research programmes.

H. INTERNATIONALIZATION AND GLOBAL OUTREACH

To prepare students for global challenges, the College will foster international collaborations that provide exposure to cross-cultural learning and research.

Detailed Action Plan:

1. **Exchange Programmes**: Student and faculty exchange programmes will be developed with reputable international institutions.

2. **Collaborative Research Projects**: Joint research initiatives with global universities will be pursued, enabling shared resources and diverse perspectives.

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3. **International Conferences and Competitions**: The college will encourage students and faculty to participate in international academic events and cultural exchange programmes.

Expected Outcomes are:

- Increased global recognition and academic partnerships.
- Enhanced cultural and academic diversity on campus.
- Broader opportunities for students and faculty to gain international experience.

I. GOVERNANCE, LEADERSHIP and MANAGEMENT

To strengthen institutional governance, a transparent and participative framework will be established with decentralized management and technology-driven systems such as ERP for efficient decision-making. Policies will be reviewed regularly with input from all stakeholders, ensuring alignment with the institution's goals. Leadership capacity will be enhanced through training programmes, mentorship initiatives and rotational administrative roles to develop strategic and team management skills. Financial planning will focus on creating a sustainable model by diversifying funding through government grants, alumni contributions and industry partnerships. Regular audits and financial transparency will ensure accountability, while an endowment fund will be created to secure long-term financial stability.

Faculty empowerment will be prioritized through professional development opportunities, recognition of achievements, financial assistance to take up memberships in academic bodies of high importance and to participate in various career development programmes such as Refresher Courses, Faculty Development and Orientation programmes, Workshops, etc and wellness initiatives to enhance satisfaction and productivity. At least 50% of the faculty will be encouraged to avail the benefits. An annual marking of ₹2-3 thousand per teacher, up to ₹2 Lakhs will be made for the above purpose. Supporting staff will be trained for various skills required through management development programmes every year.

Advanced technology integration will improve administrative efficiency and promote data-driven decision-making. This completely brings in e-Governance platform. Stakeholder engagement will be strengthened through structured alumni networks, community outreach and effective grievance redressal mechanisms. Institutional branding efforts will showcase achievements and build trust among stakeholders, contributing to an enhanced reputation.

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Expected Outcomes:

The implementation of this plan will result in a transparent, efficient and participative governance structure. Leadership capabilities among faculty and staff will be significantly strengthened, leading to proactive and effective decision-making. The institution will achieve financial sustainability, with increased resource mobilization supporting growth and innovation. Enhanced stakeholder engagement and institutional branding will establish the college as a benchmark for academic excellence and governance, fostering trust and collaboration across all levels.

MONITORING AND EVALUATION

To ensure the success of the Strategic Development Plan, a Strategic Development Committee (SDC) will be formed.

The composition of the SDC is as follows:

Name & Designation	Role
Prof. B V Sambashivaiah Chief Executive	Advisor
Dr. M Prabhu Principal	Chairman
Dr. N. Rajendraprasad Coordinator, IQAC	Member Secretary
Dr. B Prabhuswamy, Member, IQAC and COE	Member
Dr. M. Ramyashree, Member, IQAC	Member
Senior Teachers from Arts, Commerce, Science, Vocational and Professional Programmes 1. Dr. B Y Sathish Kumar 2. Dr. Sudeep B S 3. Dr. K G Sreelalitha 4. Mr. V G Ravi Kumar	Members
Mr. Mahesha C, Assistant Administrative Officer	Member

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Student Representatives:	Members
1. Arts	Dheekshitha (BA)
2. Science	Poornima (MSc Chemistry)
3. Commerce	Raghavanka Bharadwaj (BCom)
4. Vocational	Vishwas Gowda V G (MVoc FPE)
5. Professional	Sinchana A (MCA)

This committee will meet quarterly. It will monitor the progress of plan implementation through annual reviews and feedback from stakeholders.

The Strategic Development Plan (2024–2029) aims to strengthen the College's position as a leader in education, research and community service. The college will strive in a smart way to get elevated the level of 'College of Excellence'. Through focused efforts on curriculum innovation, faculty and student development, infrastructure upgrades and international collaborations, etc, the college will continue to thrive and impact society positively. This roadmap lays the foundation for achieving long-term academic excellence and growth.

PRINCIPAL
JSS College of Arts, Commerce & Science
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SDC Secretary   SDC Chairman