



# MARKAZ ARTS AND SCIENCE COLLEGE

(Affiliated to the University of Calicut)

Markazu Tharbiyyathil Islamiyyah, Athavanadu, Near Valanchery

P.O. KARTHALA, ATHAVANAD, PIN:679571, MALAPPURAM DT., KERALA

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## MASC@2025

### Strategic Plan



## FOREWORD

Since its establishment in 2003 Markaz Arts and Science college has been transformed into a hub for quality education through its teaching-learning methods, competent faculty members, better infrastructure and continuous efforts on research & innovation focusing on rural societal development. The fifteen years of journey has been very successful, even though challenging. Meanwhile, the college has developed its Strategic Plan for the duration of 2018-25, based on SWOC analysis, identifying the following areas: Academic, Faculty Empowerment, Skill Development and Employability, Student support, Research and Innovation, Industry and Academic Collaboration, Infrastructure, Digital Campus, e-Governance, Sustainable Environment, Extension and Outreach Services and inclusion for the improvement and plans to make it an institution with potential for excellence.





## ABOUT THE INSTITUTION

Markaz Arts and Science College was started in 2003 at Markaz campus as one of the most important educational missions of Markazu Tharbiyyathil Islamiyyah, a Society established in 1984. The sprawling 30-acre Markaz campus has achieved a continuing snowball progress and is aspiring to move far ahead. The college envisages offering innovative and fruitful courses to lead the new generations to brighter future. The college is located at Karthala, 5.5 kms away from Kuttippuram and 5kms from Valanchery. The doors of the institution are open to all students, irrespective of their caste and creed.

The College is affiliated to the University of Calicut and recognized as a self-finance college by the Government of Kerala and has the Minority status. Various clubs and forums functioning in the college helps for the enrichment of curricular, co-curricular and extra-curricular potentials of the students



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## VISION



To build a knowledgeable society by effectively blending quality teaching, research and employability thereby developing confident and responsible citizens from diverse backgrounds, minorities and backward classes in particular.

## MISSION



- Equal Opportunity for all irrespective of region and caste
- Academic Excellence with Character Development
- Equip Students with skills needed to adapt to changing global scenario
- To form leaders of tomorrow who are intellectually competent, spiritually matured, physiologically strong, physically healthy and socially acceptable who will spread the message of love, truth, justice and peace in our society.

## CORE VALUES



- Equitable Accept
- Academic Freedom
- Social Responsibilities
- Accountability
- Empowerment
- Secularism
- Skill Development
- Environmental sustainability
- professional Ethics

# SWOC ANALYSIS



## STRENGTH

- Faculty, Principal and Management as a team
- Registered Entrepreneurship Development club under the Department of Industry and Commerce, Government of Kerala
- Member of Energy Conservation Society
- Empanelment of Campaign Partner of ANERT in the district
- Eco-Friendly Green Environment
- MoU with academic institutions, training centers, industry, government departments and agencies.
- Scholarship by PTA, Management and Alumni.
- Induction program for freshers and orientation to new staff members.
- Skill development programs
- Active NSS unit and various clubs and excellent linkages with community
- Women Development cell for Gender sensitization.
- Excellent playground and good infrastructure



## WEAKNESS

- Permanent affiliation from university.
- Lack of grants/ funds from Government/ UGC.
- Lack of Research Activity
- No students from other states or nation
- Poor socio economic background makes pursue of higher education difficult
- No funded project



## OPPORTUNITY

- To launch more industrial linkages and placement drives
- Starting incubation centers and startups
- Possibility of extending transport facility to other areas
- Opportunity to expand and improve infrastructure is open
- Opportunity to expand research and consultancy service
- Collaboration with sister institutions for seminar and conferences
- Offer courses in MOOC by developing e- content
- Enhancing library resource



## CHALLENGES

- Developing communication skill in first generation rural students
- More number of higher education institutions in the neighbourhood



## STRATEGIC GOALS

- 01 ACADEMIC
- 02 FACULTY EMPOWERMENT
- 03 SKILL DEVELOPMENT & EMPLOYABILITY
- 04 STUDENT SUPPORT
- 05 RESEARCH AND CONSULTANCY
- 06 INDUSTRY AND ACADEMIC COLLABORATION
- 07 INFRASTRUCTURE FACILITY
- 08 DIGITAL CAMPUS
- 09 GOVERNANCE
- 10 SUSTAINABLE ENVIRONMENT
- 11 EXTENSION AND OUTREACH SERVICES
- 12 INCLUSION

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## ACADEMIC

- Analysis of curriculum feedback from students, teachers, employers and alumni
- Start new UG and PG programmes which are relevant for students and stakeholders
- ISO Certification



SEGMENT	GOAL	TIME LINE	
		SHORT TERM (2018-2023)	LONG TERM (2023-2025)
ACADEMIC	Analysis of Feedback from stake holders	2023	
	New UG and PG programmes	2023	
	Innovative Teaching and Learning Methods		2025
	ISO Certification	2023	

## 2

### FACULTY EMPOWERMENT

- Faculty Enrichment Programmes (FEP) for teaching staff with the collaboration of other institutions.
- Orientation programme for Freshers and training to administrative staff
- Promoting teaching staff members to attend seminars and training programmes
- Welfare Measures for Faculty members



SEGMENT	GOAL	TIME LINE	
		SHORT TERM (2018-2023)	LONG TERM (2023-2025)
<b>FACULTY EMPOWERMENT</b>	Faculty Enrichment programme	2023	
	Seed money to attend conference and seminars	2023	
	Training to administrative staffs	2022	
	Welfare Measures to staffs	2022	

# 3

## SKILL DEVELOPMENT AND EMPLOYABILITY

- Establishment of ED Club and organize activities like Hands on Training, Visit to Industries, Interaction with Entrepreneurs etc...
- Become part of Young Innovators Programme and to establish Institution Innovation Cell to promote innovative skills among the students.
- Conduct job oriented certificate programmes under IQAC and Departments in association with agencies like REACH, KSWDC, Govt. of Kerala, ASAP, KELTRON and motivate to enroll in SWAYAM-NPTEL courses
- Participatory programme like Student Teacher Programme to give Live classroom practical experiences.
- MoU/linkage/collaboration with Industries and Training Centers in and outside India



SEGMENT	GOAL	TIME LINE	
		SHORT TERM (2018-2023)	LONG TERM (2023-2025)
<b>SKILL DEVELOPMENT AND EMPLOYABILITY</b>	Class on Career Guidance and Competitive Examination	2019	
	Establishment of ED Club	2018	
	Establishment of YIP and IIC	2023	
	Certificate Courses	2018	
	Participative Programme	2018	
	MoU/linkage/collaboration with Industries and Training Centres in and outside India		2024

- Increase the amount of In-house scholarship and make arrangements for the students to get Government and non-Governmental scholarships
- Special training to participate in University Arts and Sports
- Student Counselling Centre
- Career orientation and financial support by Alumni
- Coaching Classes for Competitive Exams like NET, PSC, under Career Guidance & Placement Cell in association with Employment Information and Guidance Bureau, University of Calicut and District Employment Exchange and Employability Centre

SEGMENT	GOAL	TIME LINE	
		SHORT TERM (2018-2023)	LONG TERM (2023-2025)
STUDENT SUPPORT	Increase in number of in-house scholarships	2019	
	Students Counselling Centre	2020	



# RESEARCH AND CONSULTANCY

- Establish Research & Consultancy Service Centre
- Seed money for research activity by the management



SEGMENT	GOAL	TIME LINE	
		SHORT TERM (2018-2023)	LONG TERM (2023-2025)
<b>RESEARCH AND CONSULTANCY</b>	Workshop on IPR and Research Methodology	2021	
	Research and Consultancy Service Centre		2023
	Upgradation of PG Departments to Research Departments		2025

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## INDUSTRY AND ACADEMIC COLLABORATION

- > Academic Collaboration for short term programmes and Quality initiatives in collaboration with other institutions
- > Student internship and skill training in association with industry
- > Research collaborations for student Project and hosting conferences in association with collaborating agencies.
- > Social collaboration with Government department and agencies for outreach programs

SEGMENT	GOAL	TIME LINE	
		SHORT TERM (2018-2023)	LONG TERM (2023-2025)
<b>INDUSTRY AND ACADEMIC COLLABORATION</b>	Academic Collaboration for short term programmes	2020	
	Student internship and skill training programmes		2023
	Research collaborations for student Project	2019	
	Social collaboration with Government department and agencies	2020	



## INFRASTRUCTURE FACILITY

- Renovate the existing infrastructural facilities like Laboratories, Garden, Parking area and Playground
- Beautify the campus by landscaping the courtyard and planting more trees in the surroundings.
- Construct a new building for Botany laboratory, class rooms and newly started programmes
- Disabled Friendly Facilities: Construct more ramps, tactile pathways, disabled friendly washrooms and toilets, IVD in library etc

SEGMENT	GOAL	TIME LINE	
		SHORT TERM (2018-2023)	LONG TERM (2023-2025)
INFRASTRUCTURE FACILITY	Renovation of Laboratories and Heritage Building	2021	
	Construction on New Block		2023
	Herbal Garden	2020	
	Parking Shed	2019	
	Bio compost		2024
	Rain water tank	2018	
	Solar Energy		2024
	Disabled Friendly Toilets, Ramps, Tactile Pathway.	2022	





## DIGITAL CAMPUS

- › Learning Management System
- › Wi-Fi enabled campus and enhancing the bandwidth of Wi-Fi connection.
- › Transform all class rooms ICT enabled
- › Increase the number of computers
- › Establish digital library
- › Subscription of N-LIST
- › Offer online short-term programme by REACH, Govt. of Kerala and ASAP
- › Motivation to enroll in SWAYAM courses
- › Establishment of Language lab

SEGMENT	GOAL	TIME LINE	
		SHORT TERM (2018-2023)	LONG TERM (2023-2025)
DIGITAL CAMPUS	Wi-Fi Enabled Campus	2023	
	ICT Class rooms		2024
	Increase in number of computers		2025
	Subscription of N-LIST		2023



# GOVERNANCE

- Conduct in-service training for administrative staff.
- Utilize available resources in a Systematic way –Budget Allocation
- Implement e-governance in admission, attendance, examination, transfer, fee collection, salary and payments, etc.
- Attain academic autonomy through maintaining quality consistency

SEGMENT	GOAL	TIME LINE	
		SHORT TERM (2018-2023)	LONG TERM (2023-2025)
GOVERNANCE	Workshops	2019	
	Budget Allocation	2023	
	E-Governance	2023	
	Autonomy		2025

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## SUSTAINABLE ENVIRONMENT

- Construct Herbal Garden, and conduct Nature camps and workshops by Biodiversity Club in association with Forest Department, KSCSTE and Kerala State Biodiversity Board.
- Waste Management for Making the campus plastic free and zero waste zone through the Installation of Solid waste management system.
- Energy Conservation activities through Energy and Environmental Conservation Club in association with Energy Management Centre, Kerala
- Replace all old bulbs and equipments with energy efficient one and declare campus as 'Filament Free Campus'
- Conduct Green audit and energy audit by External agencies
- Use of Solar energy at the earliest
- Water Conservation practices like rain water harvesting tank, pits for water conservation and analysis of drinking quality
- Establish water lab for teaching and consultation



SEGMENT	GOAL	TIME LINE	
		SHORT TERM (2018-2023)	LONG TERM (2023-2025)
<b>SUSTAINABLE ENVIRONMENT</b>	Formation of Biodiversity Club	2018	
	Formation of Energy Conservation Club	2019	
	Declaration as 'Filament Free Campus'	2021	
	Solid Waste Management	2023	
	Plastic Free Campus	2018	
	Zero waste Campus	2023	
	Water Conservation	2018	
	Solar panels	2022	

# EXTENSION AND OUTREACH SERVICE

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- Construct /repair houses for poor families, as a part of Abhayam Project of National Service Scheme every year
- Empower the neighboring Society in the areas of Education, Economy, Environment and Health through the project 'EDU CARE'.
- Enhance Palliative Care volunteer services in home care and increase fund raising
- Inisree for Empowering Kudumbasree units in the area.
- Soil analysis and recommendation to farmers.
- Health Programme like eye disease detection and Life style disease checking with the cooperation of Health Department
- Women Empowerment activities like vocational training and awareness classes in association with government departments and agencies
- Book @ home programme in the nearby village

SEGMENT	GOAL	TIME LINE	
		SHORT TERM (2018-2023)	LONG TERM (2023-2025)
<b>EXTENSION AND OUTREACH SERVICE</b>	ABHAYAM-House	2021	
	EDU CARE	2022	
	Health Care	2019	
	Library@home	2023	
	Soil analysis	2019	
	INISREE	2022	

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# INCLUSION

- Admission Policy to facilitate inclusion of all category students
- Psycho-Social support to deserving students
- Establishment of Women Development Centre
- Management Scholarship to poor and meritorious students
- Premarital Counselling

SEGMENT	GOAL	TIME LINE	
		SHORT TERM (2018-2023)	LONG TERM (2023-2025)
INCLUSION	Admission Policy to facilitate inclusion of all category students		
	Psycho-Social support to deserving students		
	Women Development Centre and Girl friendly infrastructure		
	Management Scholarship to poor and meritorious students		





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