



**A.P.C. Mahalaxmi College for Women**

**(Reaccredited by NAAC with 'A' Grade)**

**Thoothukudi-628 002**



# **STRATEGIC PLAN**

**2013 - 2018**

## **Message from the President, Thiru A. P. C. V.Chockalingam**

Nearing the completion forty years is an achievement in the history of any institution. One can certainly look back with pride to one's commitment to academic excellence and the tremendous amount of work done by the Management, faculty members, staff and students of the college for the progress of the Institution throughout the years. The college strives to offer more opportunities to the students to realize their responsibilities and to play their multiple roles with distinction. The training our students receive from the Institution empowers them to face all the trying life situations with determination. I am happy to place on record the fact that in our Institution the roles of the staff and the students are complementary and not compartmentalized. The management, the staff and the students are members of one family, working towards one goal with a sense of togetherness. I pay my sincere homage to all those who pioneered and nurtured this great Institution. The example set by my father, our beloved Founder Kulapathy A.P.C.Veerabahu, has thoroughly inspired me to imbue the same zeal and devotion in my effort. I am sure that this will channel and accelerate the enormous potential of the college to rise to greater heights and to enrich the world with bright minds.

## **THE COLLEGE**

In fond memory of his paternal aunt, A.P.C.Mahalaxmi Ammal our Founder President Thiru. Kulapathy A.P.C. Veerabahu dreamt of educating the unprivileged for whom higher education was but a distant dream.His firm determination and selfless devotion paved way for establishing the institution exclusively for women. Our founder President started this college in 1973. His main objective was to cater to the needs of rural women folk.

As per his vision, the institution has always trodden a non sectarian, non-commercial, service-oriented path to reach the summit of success. Besides catering to the academic needs, this institution marshals all resources to work for the empowerment of women.

## MOTTO

Anbu, Arivu, Aram

These three sovereign words form our motto. All human beings are endowed with these three characters. But they fail to attain perfection due to certain impediments. Those impediments could be surmounted by spreading Love, Knowledge and service. That is why Anbu, Arivu and Aram remain the Dharaga manthra of the institution. This Dharaga mantra is in tune with women's education.

## VISION

The college tries to Enlighten and Empower women with values. An educated woman is an asset to her family and to the whole Nation. In our Institution, students are oriented to develop values of self-respect, dignity and integrity.

## MISSION

The mission of our college is to enrich the minds of its women through quality education. We place on record the fact that we do not collect fees from the economically weak students and we also provide concessions in the remittance of fees.

## GOALS & OBJECTIVES

- ✚ **Gandhian Principles** - Promoting Peace, Patriotism, Solidarity and ensuring Social Justice.
- ✚ **Women Empowerment and Refinement** - Empowering and refining women, especially the marginalized in the present Globalised and ICT based society.
- ✚ **Value Education** - ensuring equity and human dignity; promoting moral and spiritual values; conserving nature and thereby inculcating the spirit of good citizenship.

## **PLAN OVERVIEW**

The institution functions on the basis of five year plans, effectively separating the long term and short term goals. Time and energy has been dedicated by the staff to ensure organizational stability. The five year plan from the academic year 2013 to 2018, chalks out the annual plans pertaining to the management, teaching and non-teaching faculty. The five year plan addresses academic excellence and campus development. The objectives of the plan are flexible enough and are also subjected to change. At the end of each academic year the plan is evaluated and augmented to reflect specific issues in all areas. For the plan to be highly effective, inclusive and appealing to all involved, the results are to be observable and quantifiable. The five year plan is categorized into long and short term plans, with resources allocated accordingly.

## **LONG TERM PLANS**

The following long term strategic plans have been drafted to maintain and enhance the value and perception of A.P.C.M., in order to continue strengthen our reputation and leadership position as a college known for its effective functioning

Objectives	Key Strategies
Improve college effectiveness through assessment and planning	<ul style="list-style-type: none"> <li>• Developing a schedule for the systematic assessment of all current academic curricula through internal and external programme reviews.</li> </ul>
Increase retention through increased responsiveness to student needs	<ul style="list-style-type: none"> <li>• Creating an Incubation Centre to foster high spirit, student engagement and greater student satisfaction.</li> </ul>
Setting up ICT Hall	<ul style="list-style-type: none"> <li>• Recognizing the need in higher education to deliver courses and information through innovative and effective ways.</li> <li>• Ensuring a stable and robust infrastructure of e-learning technology, including the Audio Visual equipment in the</li> </ul>

	<p>studios.</p> <ul style="list-style-type: none"> <li>• Providing training and support for instructors through the facilities and software available at the campus.</li> </ul>
Enriching employment opportunities for graduates	<ul style="list-style-type: none"> <li>• Creating an A.P.C.M Academy to train students for NET/SET and Competitive Exams.</li> </ul>
Empowering Women	<ul style="list-style-type: none"> <li>• Establishing a Women Empowerment Cell -WEC, a wing focusing on women upliftment.</li> </ul>

## SHORT TERM PLANS

The following short term strategic plans have been drafted to enhance the value of the education we provide, improve its retention and to strengthen our appeal to current and prospective students.

Objectives	Key Strategies
Introducing new courses	<ul style="list-style-type: none"> <li>• Continuing to develop a mentoring program for the faculty to meet students in their major.</li> </ul>
Increasing graduation rates by creating a culture of support for all students	<ul style="list-style-type: none"> <li>• Emphasis on the three-year graduation is to be communicated to the students: from admissions, to faculty advisors, to financial aid.</li> <li>• Ensuring that all course requirements are offered on a systematic and regular basis to provide students with the ability to complete their programme in three years.</li> </ul>
Signing of MoUs with Industries	<ul style="list-style-type: none"> <li>• Analyzing and adjusting strategies intended to increase retention and decrease attrition.</li> </ul>
Celebrating Maha Ruby	<ul style="list-style-type: none"> <li>• Making arrangements for the 40<sup>th</sup> year celebration of</li> </ul>

Fest	A.P.C.Mahalaxmi College for Women.
Carnival of the Founder	<ul style="list-style-type: none"><li>• Making arrangements for the centenary year celebration of the Founder</li></ul>
Enhancing the infrastructure of the college	<ul style="list-style-type: none"><li>• Construction of proper roads within the campus</li><li>• Elevation of the entrance.</li></ul>
Improving Research Activities	<ul style="list-style-type: none"><li>• Enhancing the Research Centres of the College.</li></ul>

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