



सत्यमेव जयते

Government of West Bengal
Office of the Principal

GOVERNMENT GENERAL DEGREE COLLEGE, KESHIARY

At.-Telipukur : P.O.- Tilaboni Mahisamura : P.S.- Keshiary

Dist- Paschim Medinipur : PIN-721135

www.ggdckeshiary.ac.in

Criterion 6: Governance, Leadership and Management

6.2 Strategy Development and Deployment

6.2.1 The Institutional Perspective Plan is effectively deployed and the functioning of the institutional bodies is effective and efficient as visible from policies, administrative setup, appointment and service rules, procedures, deployment of institutional Strategic/ perspective/ development plan etc.

Declaration

The institutional governance and leadership are in accordance with the vision and mission of the Institution and it is visible in various institutional practices such as NEP implementation, sustained institutional growth, decentralization, participation in the institutional governance and in their short-term and long-term Institutional Perspective Plan



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Institutional Perspective Plan and Deployment Documents

Mission of the College

“Education is the manifestation of perfection already in man” - Swami Vivekananda

Government General Degree College, Keshiary finds conviction in the valued statement which reaffirms our mission to shape human resource for the service of this great nation. Accordingly, our college provides an atmosphere for all round development of the students, thus, making them acquainted with its perceived goal. This holistic approach intends to shape the young minds by widening the vista of exposure of the students beyond the standard limitations of the syllabi through active involvement in cultural meets, debates, competitions, games and sports, social services, etc. The institution leaves no stone unturned to contribute to the building of our nation by providing every opportunity to its students and other stakeholders, a teaching-learning ethos which is value-based and self-introspective in nature, fit for meeting the challenges of the modern world.

Vision of the College

Government General Degree College, Keshiary was established in the year 2015 in the remote rural area of Keshiary block amidst the backdrop of Lenga Mara Forest Range, under the Kharagpur Subdivision of the district Paschim Medinipur, West Bengal. This citadel of higher learning is governed by the rules and regulations of the Department of Higher Education, Government of West Bengal and envisions:

- To impart holistic education to the students;
- To provide them with ample learning experiences and opportunities to express their thoughts and ideas;
- To guide them towards the optimum use of their knowledge and skills, and
- To empower them to become enlightened, empathetic and socially responsible citizens of the future by instilling in them values of integrity, inclusivity, dedication, freedom, justice, love and confidence thereby shaping them to be brave and competent agents of positive social transformation.

Most of the students of the college are first generation learners from economically challenged and backward society. To synthesize the need for social upliftment and the creation of an egalitarian society based on equality and justice, the institute moves on for the pursuit of academic excellence and search for new horizons of knowledge. Currently, the college is temporarily affiliated to the Vidyasagar University and the University Grants Commission (UGC), Government of India has awarded the college with 2f certifications in the year 2018. The institute dreams to earn laurels and sustain its relevance in the forthcoming time, through self-introspections and innovations in phased manner:



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Next five years' vision:

- To develop a hub of higher learning in its catchment area so as to inspire the socially and economically challenged youth to accept higher education as a scope to nurture their future dreams;
- To create a teaching-learning environment with scopes for equal opportunity irrespective of gender, caste and economic solvency;
- To inspire the students to develop skills out of their curriculum for self-identity and self-esteem;
- To motivate the students to etch their mark through active participation in the competitive job sector and still higher learning;
- To get itself awarded with the UGC 12B certification for better financial mobility;
- To get itself accredited by agencies of national significance like NAAC in order to evaluate its level of contribution to the stakeholders.

Next ten years' vision:

- To open up new academic departments to widen the scope of higher learning for the future students based on greater options and alternatives;
- To actively involve the alumni for a dynamic and motivational growth of the institution;
- To develop a holistic campus with all modern amenities like playground, indoor and outdoor games facilities, gymnasium, auditorium, hostel, etc.
- To evolve as a centre of research activities and skill based job training centre.

Next twenty years' vision:

- To be recognized as a premium institute of higher learning for undergraduate as well as post graduate courses and an acclaimed centre for research and development activities.




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Objectives

The perceived objectives of Government General Degree College, Keshiary are:

- to provide the best of academic as well as extracurricular exposures, both material and intellectual, to create conscientious young graduates who would venture out into the world equipped with requisite knowledge and skills for betterment of self and society;
- to equip our students with the aptitude of critical thinking, innovation and experimentation that enable them to become leaders and entrepreneurs in the prevailing transformative society.

Core Values

The motto of the Vidyasagar University encapsulates the core values of humankind to impart knowledge to the community and every individual of the society in a manner that empowers them to be moulded into responsible and sensible human beings. As a constituent college and being located in the rural area, Government General Degree College, Keshiary administers directly the major aims and the core values of Vidyasagar University that guide our institution. Dedication, hard work, commitment and the ability to surmount challenges with fortitude within the ethical and moral compass of righteousness and honesty are the principals on which our institution builds a future. The core value of the institution is further boosted by the inlaid principles of the National Education Policy, 2020 (NEP, 2020) of the Government of India, which emphasize on the five entities namely *Access, Equity, Quality, Affordability and Accountability*. The national educational policy acts as a guiding star for the institute while it inculcates the seeds of wisdom and entrepreneurship among the young citizens of India.




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Strength, Weakness, Opportunities and Challenges of the College

A. Strength

- ❖ Co-educational college offering equal opportunity to its students irrespective of gender
- ❖ Qualified teaching staff with proven record of academic excellence and recruited through the Public Service Commission, Government of West Bengal in West Bengal Education Service (WBES) cadre
- ❖ The office of the college is fairly equipped with qualified staff along with data entry operators
- ❖ The college offers undergraduate courses in three languages including English, Bengali and Santali (having ethnic and local importance) along with UG courses in History and Political Science from the Humanities. Besides the college offers undergraduate courses in Anthropology, Botany, Chemistry and Zoology from the Science division.
- ❖ The college central library has a collection 3929 number of books and is fully automated from using the Integrated Library Management System (ILMS) using the KOHA (Open-Source Software), version is 22.11.10.000 and having WiFi facility
- ❖ The college has good number of class rooms including two dedicated smart classrooms along with laboratories, conference rooms, galleries, teacher's room, computer laboratory, counselling room, sick room, toilets, Office and Principal's Chamber.
- ❖ LAN network for providing internet (broadband) facilities along with WiFi connectivity in the main college is available
- ❖ The college has 24 x 7 CC TV camera surveillance system installed to provide additional eyes on campus security along with security personnel
- ❖ The college promotes green campus initiatives with installation of solar-powered lamp posts, medicinal plant garden, butterfly garden, rainwater harvesting units, vermicomposting pit, aquaculture unit along with good plenty of greenery offering a pollution free ecofriendly environment with minimum carbon footprint.
- ❖ The college teachers have good number of publications in journals of repute (CARE and SCOPUS enlisted) and books
- ❖ Collaborate research activities and mobilization of extramural research grants are adding new dimensions to the academic tryst of the college
- ❖ The college has active NSS Unit 1 which is involved in round the year social activities and the best practices of the college includes screening of Thalassemia among its students and organizing blood donation camps.
- ❖ The college has active anti-ragging cell, ICC, mentor-mentee body to counsel the grievances of the students and mitigate the problem with care and conviction
- ❖ The college takes care in offering clean and green campus to its stakeholders with round the year drive for tree plantation, anti-tobacco campaigning and minimizing plastic usage



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B. Weakness

- The primary weakness of the institution is imbibed within the service rules where the teaching staff of the college are being transferred in and out among the Government Policy. Such transfer affects the teaching-learning process and completion of syllabus in CBCS pattern.
- Insufficient teaching staff exists in various academic departments which brings difficulties in addressing the course curriculum to the optimum
- Absence of Principal as the administrative head from West Bengal Senior Education Service cadre affects the fluidity in virtuous decision making of the institute
- The distant rural location of the institute generates logistic problems due to lack of local infrastructural support
- Lack of student hostel and Teacher's quarter in and near the campus is a prominent lacuna in the infrastructure of the institute
- Absence of playground, gymnasium, auditorium and indoor games facility affects the infrastructural ambience of this institution

C. Opportunities:

- The MoUs established with different colleges have opened up scope for academic enrichment through exchange of faculty and research collaboration- an essential and appreciable entity of the National Educational Policy (NEP), 2020
- The social outreach programme adopted by the college by establishing MoUs with feeder schools in the vicinity have created scope for promotion of higher learning from the grass root level of school education in this rural sector of West Bengal
- Collaborative research projects undertaken by the department of Chemistry of the college with IIT, Kharagpur has imbibed motivation and supported research publications
- Add on course/value Added Courses (a visionary component of NEP, 2020) offered and executed by the college has enhanced the interest of the students in skill based knowledge and awareness programme.
- COVOD-19 has opened up an alternate mode of teaching-learning through online hub which is a valued alternative for future perspectives

D. Challenges:

- ✓ Being a Government College, the institute has to entirely depend on the Government Funding for carrying out any developmental plan. Guided by the Government Policies, the college cannot raise any fund of its own by any means for any developmental work.
- ✓ The academic planning and curriculum is designed by the affiliating Vidyasagar University and the college has limited participatory scope in the process.
- ✓ Creation of research infrastructure (a vital assistance to the teaching-learning environment) is limited by distant rural location and inadequate funding for development.



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- ✓ The college cater teaching-learning to stakeholders who are from socially and economically challenged section of the society, mostly first generation learners. Motivating them in the process of higher learning and building up of attitude towards further studies is a real challenge.
- ✓ The internship initiatives in the industry is an exciting yet blurred arena due to lack of supportive industrial hub in the vicinity of this rural institution

CORE STRATEGIC PLAN OF THE INSTITUTE

Keeping in mind the core value of the institution and understanding its strength and weakness, the college delve the opportunities and challenges to formulate the core strategic plan that would help in holistic development of its stakeholders and community at large. The flow of the mentioned self-introspective process is as narrated below:

- ❖ The Officer-in-Charge of the college along with its IQAC, Teachers’ Council, Academic Sub-committee, academic departments (including Library) and the non-teaching staff contribute in the strategic planning process by discussing valuable observations and inputs from all frontiers of the institute. In this context the instructions and formulations of the NEP, 2020 acts as the guiding star in decision making and enforcement of the plan.
- ❖ The inputs and observations so derived are analyzed and correlated with past database and contemporary demands
- ❖ Necessary survey and internal/external audits are undertaken for self-introspection and expert opinion for further improvement in clarity of thought and planning
- ❖ The academic body provides necessary approval (through periodic meetings) on the need and priority basis with suggested line of action for implementation of a plan through the Head of the Institution
- ❖ The IQAC through periodic meeting evaluates the outcome of the implemented plan of work in phased manner

Table: Timeline of some target parameters in the Strategic Plan Perspective

Parameter	Target key performance indicator	Stage 1 (2 AYs) (2018-2020)	Stage 2 (2 AYs) (2020-2022)	Stage 3 (2 AYs) (2022-2023)
Pass percentage	96.63 %	96.80 %	100.00 %	96.63 %
ICT adoption by the faculty	100.00 %	40.00 %	90.00 %	100.00 %
ICT adoption by the students	100.00 %	60.00 %	90.00 %	100.00 %
Admission automation	100.00 %	80.00 %	100.00 %	100.00 %
Cashless campus transaction	80.00 %	60.00 %	60.00 %	80.00 %
Library automation	70.00 %	0 %	0 %	70.00 %
Publication percentage	47.61 %	52.50 %	59.09 %	47.61 %
Green campus initiatives	90 %	50.00 %	75.00 %	90.00 %
Society outreach programme	100 %	60.00 %	40.00 %	100.00 %
Add on course (VAC)	13	7	9	13



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Monitoring of the strategic plans of the college

The implemented plans as strategized by the institution is periodically reviewed by the Head of the Institution along with the IQAC and Academic Sub-committee. The conveners of the different sub-committee provide annual reports to the Academic Sub-committee. The reports are analyzed and the IQAC in cohesion with the Academic Sub-committee set benchmarks of attainments and failures. Corrective measures if any are formulated on the analysis and recommended for future execution through the Head of the Institution.

Conclusion:

Government General Degree College, Keshiary is a budding institution of higher learning and it its shorts span of existence has successfully implemented several plans as strategized for the betterment of the stakeholders. In coming years, the institute plans to evolve with the modern requirements of the dynamic frontiers of Higher Education so that it may provide maximum exposures and opportunities to its stakeholders whereby it may render service to the community at large. The institute envision interdisciplinary interactions and cooperation with the varied field of higher learning so as to develop a hub for intellectual and skill development in the rural frontiers of this great nation. The act would help to generate job opportunities and self-entrepreneurship for the betterment of the stakeholders and society at large.

