



**AMBIGA COLLEGE OF ARTS AND SCIENCE AFFILIATED TO
MADURI KAMRAJ UNIVERSITY, ANNA NAGAR ,
MADURAI -625 020 , TAMIL NADU**

6.2 Strategy Development and Deployment

6.2.1 The institutional Strategic/ Perspective plan is effectively Deployed (maximum 500 words)

Over the past 24 years the college has shown tremendous growth. If this is to be sustained, strategies must be formulated, communicated and implemented effectively. Only then is the institution “Built to Last”. Both perspective and strategic plan documents are available in the institution.

The following plans are projected after a discussion on the basis of analysis, assessment and estimates. Keeping in mind, the short term, medium term and long term development plans, the college always adopts a bottom-up approach with a strategic directive given from the top administration management.

Strategic Plan

- Planned to introduce job oriented courses
- Offering certificate and diploma courses through various excellence
- Introduce skill development and value oriented courses

Implementation

- Extension activities were carried out through NSS
- B.Sc (Costume designing and Fashion Technology) was introduced in 2017
- Staff Development Programmes were conducted to enhance the skill and knowledge of the teaching and non-teaching staff
- More students from the socially deprived society were admitted with nominal fee, merit scholarship

Strategic Plan 2018-2023

- The college established functional Memorandum of Understanding with various organizations for skill development training
- To raise funds for various centres of excellence through various funding organizations
- To conduct skill oriented training programmes like plumbing, welding, AC mechanic etc. for school dropouts through various centres of excellence in the second campus
- To identify and train the youth from rural areas in sports activities in the second campus
- Motivate all the M.Phil Faculty to enroll PhD on 2021 or qualified NET /SLET on 2021
- To Improve the employability skills of the students
- To encourage the students participating in co-curricular/ extracurricular activities
- To encourage the Faculty for Paper publishing & UGC approved national and international journal Publishing