



# HOLY CROSS

INSTITUTE OF MANAGEMENT & TECHNOLOGY

Affiliated To University Of Calicut  
Nadakkavu Calicut

# STRATEGIC PLAN



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2017-2022

## PREFACE

Holy Cross College has been involved in materializing the aspiration of the ordinary people who are looking for an institution that upholds their hopes for higher education. Quality education, holistic development and enhancement of humane values is the uppermost priority of this institute. We ensure educational excellence and enable the youth to grow into benevolent, committed, resourceful and all-inclusive citizens of the society. People from locality, far and wide seek admission especially the economically marginalized from rural and urban areas. The institution has undergone a fast changing scenario since its inception in 2008.

Materialising the vision and mission of the institution, the Strategic planning was initiated by the IQAC as a continuous process with a definite emphasis on achieving short-, mid- and long-term goals for the quality enhancement of the institution. The Strategic Development Plan examines the present situation, analyses future possibilities and envisions the course to be taken to realize its objectives. A Strategic Planning Committee was set up to work out on the strategic planning of the institution with the following members:

Sr. Lincy Cherian, Manager

Dr. Sr. Shiny George, Principal

Ms. Rajasree V, Coordinator, IQAC

Sr. Nisha Pappachan, Asst. Professor

Mr. Renab Nararyan, Asst. Professor

Ms. Amruth Modcy, Asst. Professor

Sr. Rani Gnanam, Asst. Professor

The Plan is designed as the brainchild of all stakeholders and adheres to institutional vision and mission. The Strategic Plan will speak for the pace of progression of the institute and will guarantee that the institution is marching forward to be a Centre of excellence.

## ABOUT THE INSTITUTION

Holy Cross Institute of Management and Technology was established in the year 1994 with diploma courses and later gained affiliation from the University of Calicut in the year 2008, aiming at empowering the young girls and boys with a vision of achieving Excellence and setting trends in the society. The students who pass through the portals of Holy Cross are trend setters in the academic field, possess good personal character and qualities, social commitment and participate to build up a just society and Nation. This institution, affiliated to the University of Calicut, offers seven undergraduate programmes and five postgraduate programmes. The institution moves towards excellence and has received a number of awards from university, state and the local bodies. The institution has zealously taken great efforts in all possible facets, to give an integrated and wholesome development to the students to grow as persons of great value that they can successfully succeed in their professional and personal life. We provide the students with quality education to compete with the contemporary changes in the global world. With limited financial investments we are contributing our best to provide the best of all the facilities to offer the students. We are catering to the needs of a great majority for a quality based education.

**VISION:** Attain the star of perfection and set trends through a constant academic pursuit for excellence in committed service to society and God.

**MISSION:** Transform persons to be dynamic and responsible professionals with cognitive skills to make effective and efficient contributions to the fast changing world.

**MOTTO:** Excellence, Service and Setting Trends

## CORE VALUES

Pursuit of excellence  
Diversity and inclusion  
Compassion  
Integrity  
Commitment  
Social Responsibility  
Sustainability

## STRATEGIC GOALS

- To provide Quality Education for all especially the disadvantaged and weaker section of the society.
- To Generate a culture of joyful and person oriented learning, and an environment that is eco-friendly which will build socially responsible citizens and compassionate leaders.
- To be a Model Centre of Excellence, where students are equipped with an analytical mind and critical thinking, in an atmosphere that creates and nurtures Learnability.



## SWOC ANALYSIS

### STRENGTHS

- Highly motivated students
- Student support programmes including counselling and mentoring programme
- Exceptional academic results including University toppers
- Extensive social development programmes
- Collaboration activities
- Internship programmes in reputed institutions
- Well qualified, committed and enthusiastic faculty members
- Skill based certificate programmes
- Value based education programmes
- Easily accessible location
- Socially committed visionary management practicing decentralised governance
- ICT Enabled classrooms, best quality laboratories and other infrastructural facilities
- Well-furnished digitally automated library with more than 10000 books
- Eco friendly Green campus which is inclusive of all diversities
- Hostel facilities
- Opportunities for growth in career and higher education

## **WEAKNESS**

- Difficulty to attract sizable research funds from government and other agencies being a self-financing college.
- Weaker Industry-Department interaction programmes
- Students and staffs participation in Research activities, Publications in Journals and presentations in Seminars and conferences
- Promotion of entrepreneurship activities
- Being in the heart of the city, availability of land is a constraint for infrastructural expansion
- No role in curriculum planning and review

## **OPPORTUNITIES**

- Increased competition resulting in improved efficiency and quality
- Diverse career options
- Higher education and research
- Interdisciplinary academic and industry collaborations
- New generation and industry oriented programmes
- Consultancy and extension services

## **CHALLENGES**

- Uncertainty in the implementation of the university academic calendar
- Less salaried career options affecting placements
- Exposure to students and faculty in national and international universities
- Lack of grants for research and development
- No financial support from Government agencies to carry out academic and co-curricular activities
- No permanent affiliation for the self financing colleges due to the policy of the Government.

## **STRATEGIC PLAN (2017-2022)**

The purpose of the Strategic Planning is to Reflect, Renew, Re-imagine and Re-invent in the education sector and work together in achieving the institution's motto of excellence and setting trends. We Strive to Collaborate in ways that improve quality, harness innovation, optimize costs and increase our reach and impact and accelerate the transformation journey in education with the support of competent professionals and digital technology.

## **ACADEMIC EXCELLENCE**

- Introducing more skill oriented add on and certificate programs (Soft skill/ communication skill/ skill awareness programmes)
- Improve Industry academia interaction
- MoU with industries for training, internship/ apprentice and job training.
- ED/ placement support to students
- Promotion of funded research projects for postgraduate students and honouring research achievements of students
- Introduction of new generation programmes
- Creation of E learning resources and use of advanced ICT resources
- Accredited by NAAC

## **FACULTY EXCELLENCE**

- Faculty Development Programmes and honouring best performing teachers
- Encouraging faculty members to register for Ph.D
- Encouragement given to attend international seminars and take up research projects.
- Training for employees on quality upgradation
- Promoting best teaching learning practices
- Encouragement given to staff to become members of professional bodies.
- Staff welfare policy and career advancement opportunities

## **INFRASTRUCTURE**

- Increase in the number of classrooms with Intelligent Interactive Panels and LCD projectors.
- Free Wi-Fi covering campus premises.
- Training workshops on ICT enabled teaching and learning
- Regular update of IT resources in the campus
- Increasing the capacity of labs and the facilities in fashion designing and hotel management
- Digitization of library
- Increase in Sports facilities

## **STUDENT DEVELOPMENT**

- Enhance teaching learning process focusing on student centric approaches.
- Career orientation programmes
- Expert training for students participating in extracurricular activities.
- Capacity enhancement programmes
- Industry-academia linkage to promote entrepreneurship.
- Management scholarship to meritorious students
- Strengthen the activities of women development cell
- Facilitate internship in reputed institutions

## **COMMUNITY OUTREACH**

- Adoption of villages
- Linkage with local self-government in community outreach programmes
- Counselling and awareness support to local community
- Entrepreneurial training to community
- Environmental Sustainability programmes
- Formation of a disaster management unit

## **CONCLUSION**

The institution places ultimate importance on the welfare and multifaceted development of the students. Strategic plan intends to give maximum opportunities to students giving special emphasis to their holistic development. The institution proposes reinforcement of knowledge resources with enhanced IT facilities thus aiming for incredible change in the teaching learning process. Strategic plan is envisaged in tune with the core values of the institution and encourages stakeholders' involvement in community outreach programmes. Strategic plan envisions the empowerment of the faculty with new resources and skills through repeated training and workshop so that maximum output could be made for the development of the institution. Realizing the role that can be played by the academic fraternity in enlightening the community and preparing it for the gender bias free environment, the institution included Gender Sensitization and Women Empowerment in the strategic plan.