

# STRATEGIC PLANNING AND DEPLOYMENT DOCUMENT

(2017-2022)



**SARADA KRISHNA HOMOEOPATHIC MEDICAL COLLEGE  
KULASEKHARAM**



## **PREFACE**

A strategic planning is formulated to realize the vision and mission of the institute since its inception which is a long and continuous process to attain a specific target .This work is done after analyzing the present challenges faced by the institution and providing possible future opportunities for achieving the set target through a well organized objective.

This document provides information on the vision and mission of the institute which is set to achieve both long and short term goals under the guidance of management, Principal, IQAC, Heads of the Departments other members of faculty and staff, alumni, parents and students.

While formulating the strategic plan and deployment document, care has been taken to involve all stakeholders to help contribute their part which is vital for the success of every organization. Effort has been taken to identify clearly the implementation processes and monitoring by identifying measurable targets in line with the desired outcomes. This will emerge to be the guiding force for SKHMC to achieve its goal to become an Institution of academic excellence and to provide professionally skilled young homoeopaths to the society.



## **VISION**

It is to provide value based, research oriented medical education in Homoeopathy aimed at moulding Homoeopaths capable of proficient and competent in patient care dedicated to the needy and the poor, and to propagate Homoeopathy, a safe, simple, scientific, economic and effective medicine for all.

## **MISSION**

1. To establish an Institute of Excellence in education and research in Homoeopathy.
2. To set up a full fledged tertiary care hospital in Homoeopathy doing service to the needy and the down trodden section of the society.
3. To conduct community oriented health activities purported to propagate the salient features of Homoeopathy and to render its benefits to the people at large.
4. To mould skilled Personnel required in patient care, education and research in Homoeopathy
5. To set up a publication division for printing text books, publishing Journals/Periodicals and IEC material

## **CORE VALUES OF THE INSTITUTION**

- Service
- Social Responsibility
- Cultural Integrity
- Innovations in Homoeopathic medical research
- Health care programmes for the benefits of the society
- Teamwork and enjoyment of working together
- Ensuring quality and Accountability in all aspects
- Commitment to the profession
- Excellence in Homoeopathic Education
- Upholding Professional ethics
- Personality Development

## SWOC ANALYSIS

### **Institutional Strength**

1. Location of the college is more inviting and eco-friendly.
2. Committed, qualified and experienced teaching faculty on imparting homoeopathic knowledge and skill.
3. Management implements various initiatives in the campus with foresight to enhance skills and techniques of the budding Homoeopaths and propagation of Homocopathy to every nook and corner.
4. Decentralised management for executing various task by constituting number of committees and representation of the faculty in the decision taking bodies.
5. Well-equipped laboratories, library, museums.
6. NABH accredited Collegiate Hospital and Clinical Lab.
7. High percentage of pass in university examinations for both UG and PG courses
8. ICT equipped class rooms, lecture halls and conference room.
9. Well-equipped 100 bedded collegiate hospital.
10. The Collegiate Hospital consists of 18 OPD Units.
11. Sophisticated skill lab with modern state of art technology.
12. It is the only college in Tamilnadu conducting PG courses (in 5 Specialities – Organon of Medicine, Repertory, Practice of Medicine, Materia Medica and Paediatrics) in Homocopathy, affiliated to the Tamilnadu Dr. M.G. R. Medical University, Chennai.
13. It is the only college in India, which enjoys permanent affiliation for five years from (2016-17 to 2020-21) by the CCH and Ministry of AYUSH, New Delhi.(Letter dated 15.11.2016, from Ministry of AYUSH, Vide no :F.No.R.17014/160/2013-EP (H))
14. Series of extension activities by NSS, YRC, RRC.
15. Other special outreach activities such as NCD, MCH, Palliative Care, Epidemic Control Cell, Health Education, School Health Programme, Tamilnadu Science Forum, Eco-club, Learning Disability unit, etc.
16. The college consists of 27 Peripheral Health Centres to provide primary health care to the people of remote areas.

17. Infrastructural facilities for conducting research, CCRH sponsored STSH research grant for UG, M.D Scholarship for PGs and research grant for faculty by the affiliating university.
18. Usage of Open Source Software for Library Automation, Institutional Repository and E- gate Register, DELNET.
19. The ICMR recognised Institutional Ethical Committee (ECR/939/Inst/TN/2017 )
20. Continuous Medical Education (CME) programme for faculty to update their knowledge.
21. Effective Teaching learning and Evaluation mechanism
22. Orientation to freshers', training on soft skill development, basic computer skills, yoga and other certificate courses through NPTEL.
23. Coaching for competitive examinations, AIAPGET coaching and AYUSH- NET.
24. Turnout of Patients for treatment in Collegiate Hospital.
25. Periodic feed back is collected from the State holders to improve the quality of services.

#### **Institutional Weakness**

1. Limited number of sponsored research project
2. Institutional Research publications in UGC recognised list of Journals.
3. Department wise publications have no ISBN/ISSN numbers.
4. Lack of Ph.D. Qualified Faculty in Homoeopathy in our institution.

#### **Institutional Opportunity**

1. Convert the institution into a centre of excellence for Homoeopathic system of education at national level.
2. Research works in collaboration with other reputed institution and dissemination of research findings.
3. Strengthening of existing innovation / incubation cell provide opportunities for young researchers.
4. Organize more number of in service programmes (Continuous Medical Education - CME) for the Faculty.
5. Organize more number of extension activities in connection with Government programmes such as Swatch Bharath, Swatch Bharat Summer Internship Programme, Unnat Bharat Abhiyan, Swasthya Rakshan, Anganwadi Health Education programme, etc.

6. Scope for obtaining copy right and patent for the intellectual output of the institution through IPR.
7. Tie-up with other agencies.

### **Institutional Challenges**

1. Limited scope for grant in-aid from government and other recognized agencies.
2. Limited avenues for Research in Homoeopathy.
3. Creating proper awareness among the public on homeopathic system of medicine and sustaining the faith of the public in Homoeopathic Therapeutics.
4. Conducting university recognized certificate and diploma courses by adhering the norms of statutory authorities namely CCH.
5. The subscription rate for certain e-journals and databases are not easily affordable by the management.
6. Updating the Technologies at frequent intervals.
7. Meeting the financial requirements of the 27 peripheral health centres and series of extension activities.

## **STRATEGIC GOALS**

The passionate team of SKHMC after several discussion and planning and guided by the Vision and Mission of the Institution Quality Policy, Core Values, Stake holder's expectations and SWOC analysis, framed the Institutions strategic Goals.

### **Institution Strategic Goals:**

1. Following effective teaching learning process
2. Developing and following leadership and participative management
3. Establishing a continuous Internal Quality Assurance System
4. Ensuring good governance
5. Ensuring student's development and participation
6. Ensuring staff development & welfare
7. Developing financial management
8. Encouraging research and development work
9. Increasing internal revenue generation
10. Increasing Alumni Interaction and participation and Outreach activities
11. Engagement in Community Services and Activities
12. Developing physical infrastructure
13. Getting memberships of professional bodies, Local chapters, student's chapter etc.



## STRATEGIC PLANNING

<b>Teaching learning process</b>	<ul style="list-style-type: none"><li>• Academic planning and preparation of Academic Calendar</li><li>• Development of teaching plan as per Outcome Based Education.</li><li>• Preparation of Lesson Plan based on CO &amp; PO mapping</li><li>• Use of more teaching aids and adopt ICT in teaching</li><li>• Development of e- learning resources</li><li>• Promote research culture &amp; facilities</li><li>• Provide mentoring and personal support</li><li>• Follow a transparent and fair feedback system</li><li>• Conduct training based on need analysis</li><li>• Evaluation parameters and benchmarking</li><li>• Continuous and comprehensive assessment to measure learning outcomes</li><li>• Implementation of best practices</li></ul>
<b>Leadership and participative management</b>	<ul style="list-style-type: none"><li>• Establishment of committees</li><li>• To follow reporting structure</li><li>• Decentralize the academic, administration and student related authorities &amp; responsibilities</li><li>• Prescribe duties, responsibilities and accountability</li><li>• Portfolio assignments</li></ul>

<p><b>Internal Quality Assurance System</b></p>	<ul style="list-style-type: none"> <li>• Strengthening of IQAC and its activities</li> <li>• Adherence of Quality Policy and publishing regularly</li> <li>• Formation of Quality Monitoring Committee</li> <li>• Educating and Training of employees</li> <li>• Periodic check and guidance for quality improvement</li> <li>• Establishment of audit team and process</li> <li>• Audit for remedial measures</li> <li>• Promotion and documentation of Best Practices</li> <li>• Annual report preparation &amp; submission</li> <li>• Analysis of stake holders Feedback and Remedial measures</li> </ul>
<p><b>Governance</b></p>	<ul style="list-style-type: none"> <li>• Strategic governance based on vision &amp; mission of the institution.</li> <li>• Vision, Mission development and their articulation in every key position</li> <li>• Inclusion of eminent academicians in the college committee as advisors</li> <li>• Evaluation of Institute's performance and set up benchmarking</li> <li>• Institutional strategic goals setting</li> <li>• Institutional Strategic development plan</li> <li>• Monitoring and Implementing the Quality Management Systems</li> <li>• Adherence to the guidelines of statutory committees</li> <li>• Establishing E-governance</li> <li>• Leadership development through decentralization</li> <li>• Establishing internal audit committee</li> <li>• Code of conduct and policy formulation, approval and implementation</li> <li>• Establishing fair and transparent performance appraisal System</li> </ul>

<b>Student's Support Services</b>	<ul style="list-style-type: none"> <li>• Budget allocation for student development programmes and activities</li> <li>• Students Trainings &amp; Placement Activities</li> <li>• Formation of student council and nurturing leadership qualities</li> <li>• Student's representation in various committees and cells</li> <li>• Participation in competitions</li> <li>• Organizing competitions for further development</li> <li>• Rewards &amp; recognitions for achievers</li> <li>• Participation in extracurricular activities</li> <li>• Participating in social and welfare activities</li> <li>• Involvement of student in community oriented programmes</li> </ul>
<b>Staff Welfare</b>	<ul style="list-style-type: none"> <li>• Staff performance evaluation system</li> <li>• Staff Training for quality improvement</li> <li>• Best possible work facilities &amp; infrastructure facilities</li> <li>• Code of conduct, service rules &amp; leave rules</li> <li>• Effective Staff welfare policy</li> <li>• Career advancement schemes</li> <li>• Rewards, recognitions and incentives</li> <li>• Deputation for seminars, conferences and workshopsetc.</li> <li>• Sponsorship/ Motivation for qualification improvement</li> <li>• Support for research, consultancy, innovations</li> </ul>
<b>Financial management</b>	<ul style="list-style-type: none"> <li>• Framing &amp; implementation of Purchase and Financial policies</li> <li>• Department wise Budget planning and allocation</li> <li>• Forecasting income &amp; expenditure</li> <li>• Effective functioning of purchase committee</li> <li>• Plans for Emergency Fund</li> <li>• Budget formulation &amp; approval through Finance Committee</li> <li>• Periodic Audit</li> </ul>

<b>Research and innovation</b>	<ul style="list-style-type: none"> <li>• Dedicated Research &amp; Development facilitation Centre</li> <li>• Publication of articles in UGC, referral and indexed journals</li> <li>• Establish and develop Laboratories with more research facility</li> <li>• Fund generation through Project proposals</li> <li>• Apply for Government/Non Government agencies sponsored funds</li> <li>• Collaborations with Government &amp; Private Institutes, Universities and Research Organizations</li> <li>• Applying for patent</li> </ul>
<b>Alumni Interaction</b>	<ul style="list-style-type: none"> <li>• Strengthening the alumni association activities for the welfare of the institution</li> <li>• Data base creation, Regular interactions with alumni and networking</li> <li>• Recognition of successful alumni</li> <li>• Leverage for guest lectures / internships / placements / training</li> <li>• Exploring Contributions</li> <li>• Sponsorships/scholarships/fund generation</li> </ul>
<b>Community Services and Outreach Activities</b>	<ul style="list-style-type: none"> <li>• Reaching homoeopathy to the unreached through the community outreach activities</li> <li>• Budget from institution resources/Faculty/students/other donors</li> <li>• Identify community and social development work</li> <li>• Identify challenges of society for development work</li> <li>• Provide vocational training /job oriented training as per local needs at the institute</li> <li>• Medical educational to rural based community</li> <li>• Conducting awareness camps, Health surveys</li> </ul>

<b>Physical infrastructure</b>	<ul style="list-style-type: none"> <li>• Infrastructure building development &amp; modification</li> <li>• Smart Class rooms, sophisticated seminar halls</li> <li>• Modernization of Laboratory &amp; equipments</li> <li>• More ICT enabled classrooms</li> <li>• Library infrastructure up-gradation</li> <li>• System up-gradation</li> <li>• Functional facilities for e-learning</li> <li>• Safety &amp; Security management</li> <li>• Hygienic drinking water facility</li> <li>• Conveyance facility for community outreach activities</li> <li>• Developing (indoor &amp; outdoor) sports &amp; games facilities</li> <li>• Green Campus and Herbal Garden</li> <li>• Rain water harvesting and water recycling</li> <li>• Renewable Energy usage</li> <li>• Hygiene practices and Effective waste management system.</li> </ul>
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## **STRATEGY IMPLEMENTATION AND MONITORING**

After approval of Strategic development plan the next step is its implementation. During implementation the progress of strategy shall be measured from time to time. Hence the measurable success indicators are clearly spelt out in the implementation document. The Chairman, Principal along with IQAC, Head of Departments, Academic Co-ordinators, College council, Public Relation Committee, Infrastructure Committee, Student support progression career guidance and counseling committee, Staffs, Administrative Office and students be the authority for strategic plan and its deployment.

## **EXPECTED OUTCOMES DURING IMPLEMENTATION**

### **1. Effective teaching learning process:**

- Academic Calendar
- Completion of syllabus in time
- Research projects and publications
- Print & E- resources
- Strengthening of mentoring system
- Attainments of programme objectives
- Feedback

## **2. Leadership and participative management**

- Reporting structure
- Decentralization of participative management in academic, administration, staff welfare, student development, infrastructure management.
- Adhering to Code of Conduct
- Effective functioning of college committees

## **3. Internal Quality Assurance Cell**

- Quality Assurance Initiatives
- Promotion of quality in Teaching ,Learning and Evaluation
- Collaborative with stakeholders for quality evaluation and sustenance

## **4. Governance**

- Effective Teaching
- College Council
- Vision, Mission , Accomplishment & Review
- Decentralization
- Enhancing E-governance
- Resource mobilization
- Staff appraisal & career advancement

## **5. Student's Support Services**

- Active student participation
- Effective Students' Council activities
- Sports, cultural events organized
- Participating in State and National level competitions
- Regional & National recognitions
- Sports infrastructure development

## **6. Staff development & welfare**

- Staff attending training programs
- Staff training programs organized by the institution
- Sponsorships for higher education by the institution
- Staff welfare programs provided by the institution
- Staff awards/ recognitions/ incentives

## **7. Financial management**

- Annual Budget
- Utilization / Allocation of funds
- Internal & External Audit

## **8. Students Development**

- Career guidance trainings organized
- Skill development programs organized
- Placement drives organized

## **9. Alumni Interaction**

- Alumni data base
- Number of interactions / meeting
- Contribution towards students development

## **10. Community Services and Extension Activities**

- Trainings/ awareness camps
- Undertaking social projects
- Organizing Skill development programs for weaker sections
- Conducting Social welfare or outreach programs
- People benefited in each program

## **11. Infrastructure**

- Increase in Library books
- National & International journals lectures, etc
- Digital Library Initiatives
- Smart Classrooms
- ICT enabled classrooms
- Development of buildings, class rooms
- Laboratories facilities and equipments
- Annual budget allocated & utilized
- Water Conservation facilities
- Renewable energy source development
- Green initiatives

## MONITORING OF STRATEGIC PLAN

The implementation of strategic plan will be monitored from time to time by the Chairman and members of the trust, Principal, IQAC, College Council and other committees through periodic review. The committee heads will prepare the detailed progress report and present it in the review meetings. The bench marking of quality standards and its monitoring, evaluation of attainment will be carried out by the IQAC and College Council and ensure that whatever is done in the institution for "education" is done efficiently and effectively with high standards.

## CONCLUSION

The Strategic Plan and Deployment Document is an effort for paving a pathway towards accomplishment of goals and SKHMC dreams of Centre of excellence in Homoeopathy. Just formulating the strategic plan doesn't ensure success, but it provides a guiding framework which is a collective effort delivered by the process of participative brainstorming of stakeholders. The proper implementation of strategies through teamwork with good spirit leads to success and sustainability over a longer time through a dynamic process. It needs continuous evolution to incorporate the lessons learnt during the implementation and emphasizes the role of IQAC in ensuring the quality of implementation.



  
Principal

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