



MACFAST[™]
Igniting wisdom since 2001

STRATEGIC PLAN



**MAR ATHANASIOS COLLEGE FOR ADVANCED STUDIES TIRUVALLA
(MACFAST)**



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(MACFAST)
Thiruvalla - 689101**

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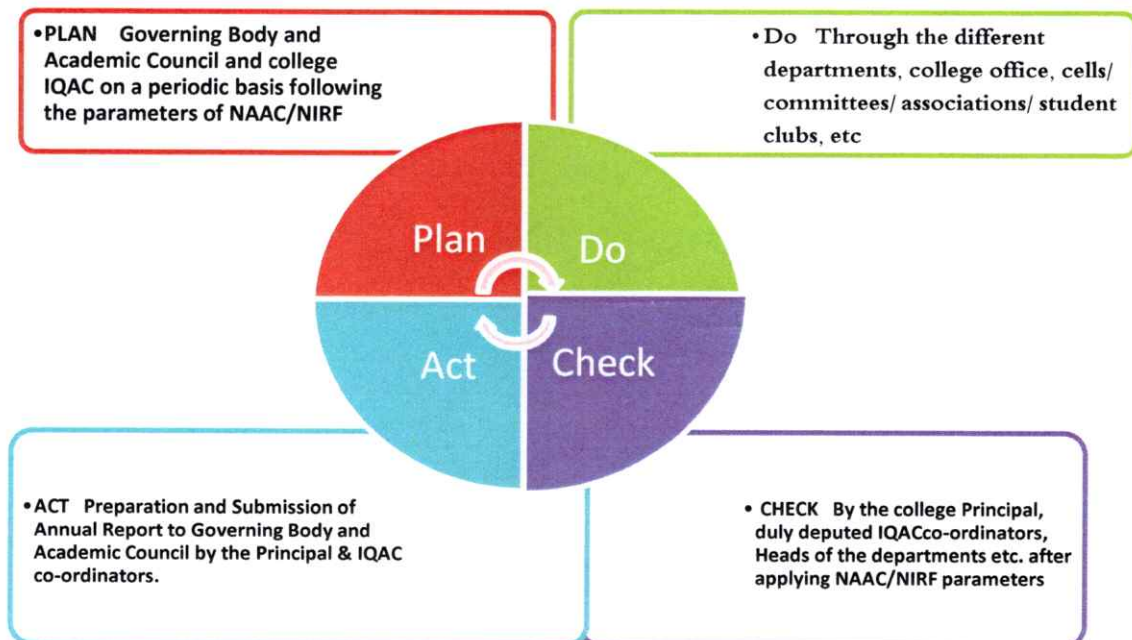
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Strategic Plan Deployment

Application of concept of PDCA Cycle/ Deming Cycle

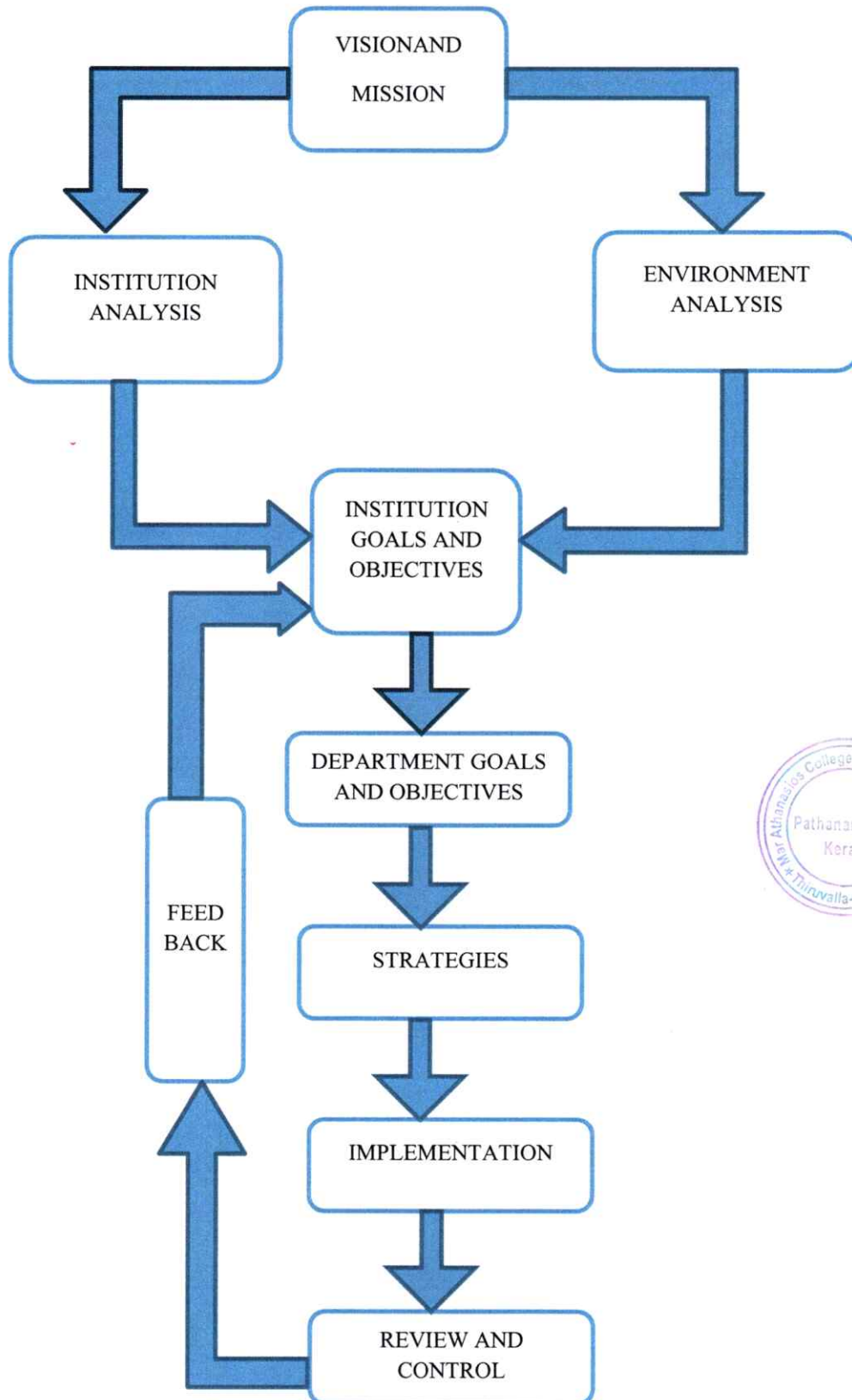
Proposed by Walter Shewhart and later developed by William Deming, an eminent Quality Guru, the PDCA (Plan-Do-Check-Act) cycle is a framework for continuous improvements in various areas in management processes. PDCA is a four-stage method that enables teams to avoid recurring mistakes and improve processes. This PDCA concept is followed by MACFAST for the attainment of Strategic Goals currently aimed by the college. It comprises of four stages:

1. Plan Phase - By Governing Body and Academic Council and college IQAC on a periodic basis following the parameters of NAAC/NIRF
2. Do/Execution Phase- Through the different departments, college office, cells/ committees/ associations/ student clubs, etc.
3. Check/Study Phase- By the college Principal, duly deputed IQAC co-ordinators, Heads of the departments etc. after applying NAAC/NIRF parameters
4. Act/ Follow-up Phase: Preparation and Submission of Annual Report to Governing Body and Academic Council by the Principal & IQAC co-ordinators. The Governing body gives directions and suggestions about the adequate actions for improvement, if any deviations are found.





STRATEGIC PLAN FLOWCHART



MILE STONES IN THE GROWTH OF MACFAST

2001

- Commencement of Master of Computer Applications (MCA) under the Department of Computer Applications.

2002

- Introduction of Master of Business Administration (MBA) under the Department of Management Studies.
- Started School of Biosciences.

2006

- Commenced MACFAST Technologies.
- Started Pilot Plants Sponsored by Ministry of Food Processing, Govt. of India.

2007

- Introduced 'Biospectrum' International Conference Series by School of Biosciences.

2008

- Initiated AICTE Sponsored Conference and Workshop Series organized by the Department of Computer Applications.
- MACFAST Research Centre - Approved Research Centre for Ph.D. Programmes under MG. University.
- Initiated Journal of Science, Technology and Management (JSTM).

2009

- Launched Radio MACFAST 90.4 FM, first campus-based community radio in Central Travancore.

2011

- Initiated 'Clean and Green Tiruvalla' Project in association with Tiruvalla Municipality.

2012

- Introduction of MACFAST Knowledge Scheme (MAKS) Programme.
- 'Hridayaspandanam'-one of the social responsibility activities of radio in association with Pushpagiri Medical College, Tiruvalla and different stake holders of Radio MACFAST 90.4.
- Aided National Service Scheme unit sanctioned by MG University.
- Launched 30kW Solar Project-Kerala's first Solar Powered campus.

2013

- 'Nervazhi' Traffic Awareness Campaign in Association with Motor Vehicle Department.
- 'War Against Drugs' a crusade programme against the usage of Alcohol and Drugs.

2014

- Formed CTMA (Central Travancore Management Association).
- Commencement of MCA Lateral Batch.

2015

- UN Award Winning Project – 'VanithaRatna'.
- Started UNAI student chapter.

2016

- Formed NPTEL local chapter.
- The college got accredited by NAAC with 'A' Grade.

2018

- The college got recognized by DSIR.
- Organized first Tiruvalla Mini Marathon in association with Kerala Police and District Sports Council.
- Cyber Law and Security Awareness (CLASA) in association with Kerala Police and The Kerala State Council for Science, Technology and Environment (KSCSTE) got inaugurated by DGP, Govt of Kerala, Mr.LokanathBehera, IPS.
- Students of MBA 2016-18 Batch bagged 8 out of 10 ranks in MG University Examination.Signed MoU with ICAR- Central Institute of Fisheries Technology.

2019

- Signed MoU with CSIR - Central Food Technological Research Institute.
- Marked history with the presence of 63 International delegates from 20 different countries in the 5th edition of 'Biospectrum'.
- Launched International seminar series organized by the Department of Management Studies.
- Biodiversity Awareness Seminar cum Exhibition, sponsored and supported by Kerala State Biodiversity Board (KSBB).
- Signed MoU with national and international campuses of AMITY University.
- Upgraded to 130 kW Grid connected Solar Powered Campus.
- Nobel Laureate, Sir Tim Hunt visited the campus for prestigious EMBO conference organized by MACFAST.
- Students of MCA 2017-19 Batch bagged 8 out of 10 ranks in MG University Examination.
- Celebrated 10th Anniversary of Radio MACFAST 90.4.

2020

- Signed MoU with Indian Institute of Information Technology IIIT-Allahabad.
- Listed in the National Institutional Ranking Framework (NIRF) 2020 Rank Band: 151-200.
- The college got certified with ISO 9001-2015.
- Started Multiple Projects to fight against COVID-19 under the name 'ArivumAthijeevanavum' in association with Govt. of Kerala.
- Crossed 100 Top Ranks in MG University Examinations.
- Enhancement of MACFAST Innovation and Corporate Synergy (MICS).
- Revamped MACFAST Technology Business Incubator to 'Start-up Kendra for You' (SKY).
- Introduction of M.Sc. Bionanotechnology.

2021

- Introduced MACFAST Academia Industrial Connect (MAC-AIC).
- Students of MBA 2018-20 Batch bagged 7 out of 10 ranks in MG University Examination.
- Signed MoU with International & Inter University Centre for Nanoscience and Nanotechnology, MG University, Kottayam.

Vision

To be a global icon in quality education, research, innovation, and entrepreneurship for a sustainable future.

Mission

To provide a conducive learning environment that nurtures and develops young people as value-driven, professionally competent and responsible global citizens.

Objectives

1. To create future leaders and innovators by providing an academic ecosystem of new ideas and thoughts
2. To provide transformative education to the young minds by imparting the required knowledge and skill sets to face future challenges independently and impartially.
3. To strengthen and empower our faculty members and provide an inclusive environment for academic excellence.
4. To foster competency to develop scientific temper that addresses global demands.
5. To collaborate with higher institution of excellence nurturing and strengthening all stakeholders



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Quality Policy

The quality policy of MACFAST College focuses on providing

- Quality education,
- Quality placements
- Quality in enhancing the leadership quality and employability of students.

It is framed in tune with the vision and mission of the college and is entrusted to the principal for implementation. The quality policy of the college ensures provision for state of the art infrastructure and conducive environment for the, professional and technical advancement, of the faculty members and student with continual improvement to satisfy industrial and corporate requirements. Thus the college is committed to provide value-based quality education to the students, moulding them with spirit of professionalism, devotion, and commitment.

The following quality yard sticks are used to implement quality policy of the College:

- Analysis and evaluation of university results of all programmes
- Employability of Students.
- Attendance of students.
- Faculty Development programmes.
- Infrastructure facilities.
- Innovative research projects.
- Nurture entrepreneurial spirit among students.
- Social commitment & Involvement
- Stakeholder's satisfaction.
- Industry linkage & corporate interface
- Inter-personal relationships.

The college is not only focusing on the intellectual development of its students but also the integral formation of their character, discipline, and ethical values. Its purpose is to build up worthy citizens for creating a 'knowledge society' where knowledge is shared freely, and used for the well-being of the society and the individuals. Ethical values adopted for attaining the objectives and policies of the college are as follows:

- Promotion of intellectual inquisitiveness,
- Commitment to excellence and a passion for learning
- Creation of a multi-disciplinary learning community to build up highly professionalized experts for the nation and world at large.

Core Values

Integrity: The basic underlying principle is to infuse the whole system into a family culture, strongly confirming to moral principles, rich with respect and sharing responsibilities.

Participatory Decision making: Democratic leadership contributing to shared decision making provide room for collegiality, trust, increase in teachers' commitment and overall zeal.

Environmental sustainability: It is the duty of the institution to minimise the impact to the environment and ensure the well-being of our surroundings and provide a sustainable future

Civic awareness: Various social programmes conducted by the institute create an opportunity and thus promote the quality of life

Excellence: All departments of the college are striving towards excellence with emphasis on implementing innovations and practising

LONG TERM GOALS

- 1) Consistently improve the employability of Students
 - To develop and implement a training Strategy for continuous learning and up gradation of Skills to enhance the employability of Students.
- 2) Upgrade college as centre of Excellence
 - Creation of centres of excellence by utilising the resources and expertise in each cluster.
- 3) To provide modern infrastructure facilities.
 - Develop infrastructures for carrying out entrepreneurship activities.
 - Academic infrastructure to be strengthened further.
 - Strengthen campus wide networking.
 - Modernisation of laboratories.
 - Up gradation of central library.
- 4) To Encourage quality research work by faculty members and students
 - Encourage faculty to register for PhD.
 - Support faculty who have already registered to complete their PhD.
 - Recruitment of faculty with PhD from premier institutions in specialised area/industry expertise.
- 5) To introduce new PG programs and enhance the intake of existing programs.



- Explore the possibilities of adding new PG programs (based on the availability of resources and industry demand).
 - Enhance intake across programs depending upon the demand.
- 6) To facilitate students to become entrepreneurs (incubation centres).
- Conduct Business Plan and Idea Competition.
 - Encourage more campus companies to provide start-up opportunities for our students.
 - Provide the necessary infrastructure for incubating the ideas.
 - Bring in mentors to hand hold the students with innovative ideas.
 - Provide the seed fund to develop prototype.
- 7) To make use of technologies for providing skill sets and additional self-learning.
- Adopt digital learning, e-learning solutions and interactive sessions.
 - Encourage self-learning techniques.
 - Adopt blended learning to maximize student learning.
- 8) To collaborate with foreign/national institutions of higher learning and research organisations.
- To collaborate with foreign universities/institutions.
 - Partnership programs.
 - Collaborate with universities/institutions of repute for research activities.
 - Best practices from reputed academia & industry to bring holistic learning experiences.

SHORT TERM GOALS

- 1) Strengthen the campus facilities and support system
- Augmenting the laboratories to stay relevant.
 - Online access to material on website, to further augment library resources to meet the growing needs in academia and research.
 - To upgrade the internet bandwidth to support the continuous utilisation of the increased usage to cater to the entire campus including hostel requirements.
- 2) Enhance the output in research and consultancy.
- To enhance the quality of research publications by motivating faculty to publish in reputed journals.
 - Focus on increasing the external funded research projects.
 - Research with international collaborations.
 - Fostering industry funded R&D projects.
 - Enhanced consultancy projects.
- 3) Introduce new PG programs
- Explore the possibilities of adding new programs by assessing the requirements in the emerging areas.

- The institute can plan for interdisciplinary programs.
- 4) Foster creativity and innovation
 - Establishing centres of excellence.
 - Establish incubation centres.
 - 5) Improve teaching learning process
 - Extended classrooms (virtual classrooms): Lecture capturing.
 - Blended learning: E-learning, virtual labs, MOOC, Social learning.
 - Implementing comprehensive courses.
 - 6) Enhance Industry Institute collaborations.
 - Enhancing the number of MOU's with industry and revisiting the existing MOU's based on its merits.
 - Adjunct faculty: Industry experts delivering part of the courses.
 - Collaboration with industries for research and innovative projects.
 - Increasing the connect with the industry through guest and expert lectures.
 - 7) Infrastructure requirement for e-governance
 - Creation of databases for online submission of documents for approval to regulatory bodies.
 - Automate academic/administrative process and develop metrics to assess the performance from time to time.
 - Create a database to maintain the student records online.
 - Create process for examination and evaluation activities with secured database.



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