



**SNMV** COLLEGE OF ARTS & SCIENCE  
AND  
INSTITUTE OF MANAGEMENT  
(SHRI NEHRU MAHA VIDYALAYA)

Approved by AICTE, New Delhi & Affiliated to Bharathiar University  
Re-Accredited (3rd Cycle) with "A" Grade by NAAC



*6.2.1 The institutional Strategic/ perspective plan is effectively deployed*

As a part of strategic plan to reach out to maximum stakeholders in an efficient manner and to increase the ease of learning, access to learning resources and to provide flexibility in learning, the institution adopted digitization. Institution's presence in social medias like face book, integral and you tube was enhanced. Postings of all the major events including workshops, webinars, conferences, FDPs etc and new initiatives in the social media platforms helped in improving the efficiency in stakeholder communication.

The institution wanted to catch up with digitization transition in the education industry and adopted online teaching learning process through Google classroom, Google Meet and Zoom. Appropriate trainings were organized for the faculty members to make them efficient in using the online teaching learning process. Learning resources like PPTs, lecture notes, study materials and Videos were uploaded in these platforms and the students are able to access them at any time as and when they required. Online assessments through the online platforms in the form of assignments, MCQ Tests, quizzes and written exams helped the students to stay in the learning curve even during the lockdown periods. It has helped in organizing frequent webinars in which experts from industry and academia interacted with the students and shared the developments in industry practices and contemporary knowledge in various domains. The students are able to gain immense knowledge and are updated with the recent happenings in industry and in academics. Digitization has helped the institution in increasing the efficiency in stake holder communication, teaching learning and assessment processes, access to learning resources and flexibility in learning.

Principal

PRINCIPAL  
SHRI NEHRU MAHA VIDYALAYA  
COLLEGE OF ARTS & SCIENCE  
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## SNMV Strategic Plan 2020-2030

### Genesis of SNMV College of Arts and Science College

#### **About Coimbatore Welfare Association**

It was in the year 1964 a group of philanthropists belonging to the business community formed the Coimbatore Welfare Association (CWA) to establish Shri Nehru Vidyalaya School. Later in 1989 the Coimbatore Welfare Association had founded the Shri Nehru Maha Vidyalaya College as its silver jubilee gift to the people of in and around Coimbatore.

The aim of the CWA is to provide value based quality education affordable to all. In 1964, at the time when the school was started, there were very few English medium schools in Coimbatore and so getting admission for their wards in those schools was a distant dream for the common people. To fulfill the longing of many aspiring parents with limited means the school was started. Since its inception till date, the CWA has not collected capitation or donation either in cash or kind. The admissions both at School and College have all along been made on first come, first served basis, such that every aspiring student is given an opportunity to study, immaterial of the parents' educational qualification or the grades obtained in the qualifying examination.

#### **History of CWA**

COIMBATORE WELFARE ASSOCIATION was born in 1964, By the efforts taken by some early group of North Indians domiciled in Coimbatore. It was aiming to cater to the social welfare needs of the Coimbatoreans. The Association was registered under Societies Act, During the year 1964.

It was in 1964 COIMBATORE WELFARE ASSOCIATION came into existence. The Association has a clear mission to produce Academic scholars and skilled managers who can meet the challenges of International Trade and Industry flooded by Multinational companies, Thereby ensuring excellent placement opportunities to them.



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Accordingly, Coimbatore Welfare Association has started a School during the year 1964 in the style of Shri Nehru Maha Vidyalaya and College during the year 1989 in the style of Shri Nehru Maha Vidyalaya College of Arts & Science, Malumachampatti, Coimbatore – 641050. The college was established with the objective of providing quality higher education to the youth from this part of the country.

Coimbatore Welfare Association owes its success to the highly ethical procedures being followed in all its efforts. The Association has a democratic set up with the General Body electing a President once in two years along with a team of Governing Council Members. When a new President assumes office, the Past President does not become extinct. But becomes a most active participant of the team guiding and counselling the future course of action.

### **Vision**

To emerge as an Institute of Excellence in higher learning, imparting value-based education in line with global standards.

### **Mission**

- To provide quality education at affordable cost.
- To inculcate the Indian heritage and culture and to instill moral values of life in the minds of the youth.
- To promote leadership qualities and to develop entrepreneurial skills among the students.
- To extend the services of the institution for the betterment of the society.



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As envisaged, to emerge as an Institute of Excellence in higher learning, imparting value-based education in line with global standards, a **Strategic Plan 2020 - 2030** is devised. The strategic plan identifies the following focus areas:

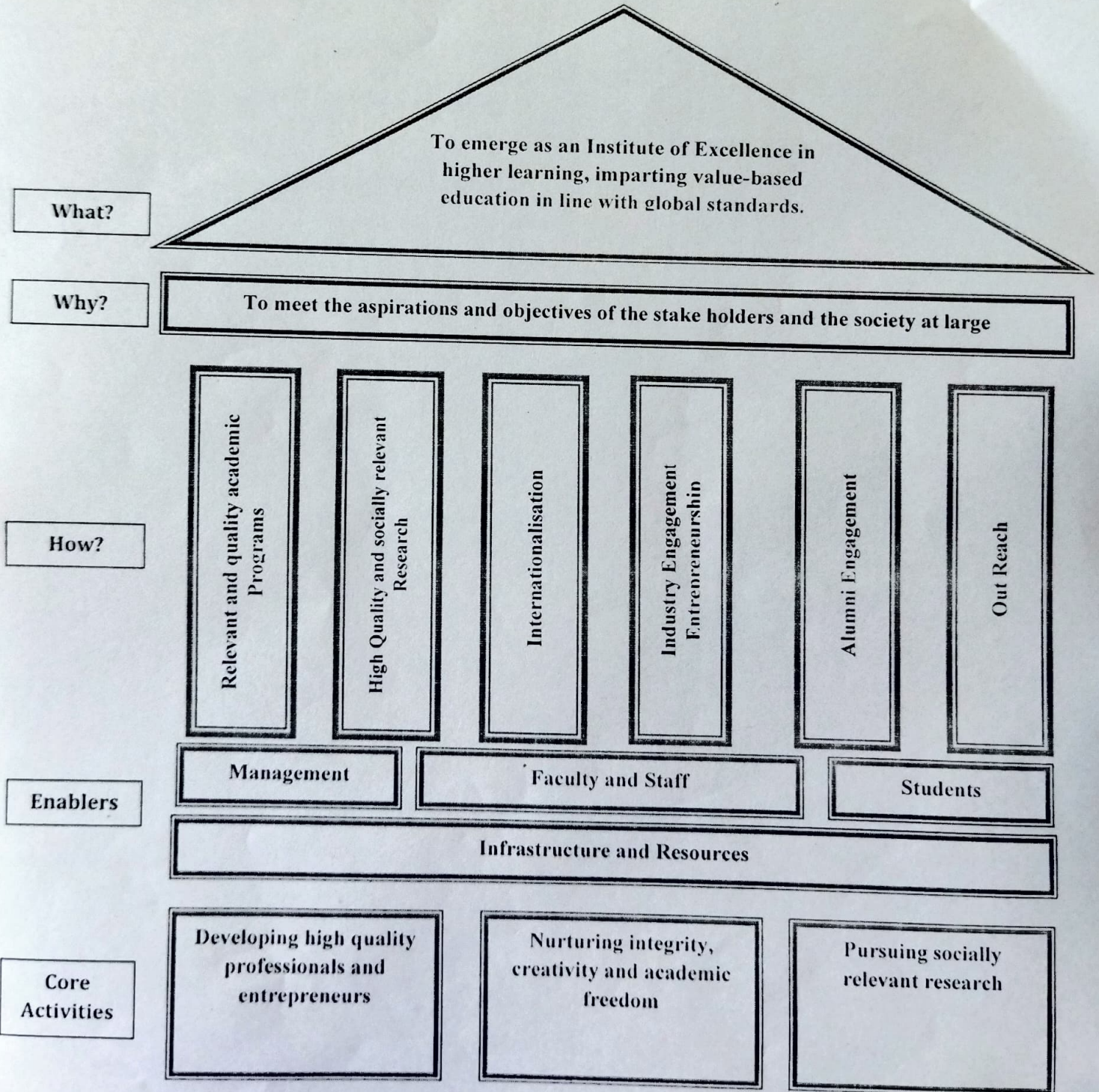
- I. **Academics** –To create a challenging, supportive, practical and rigorous academic ecosystem to make students to possess essential competencies and global perspectives to make them a professional and better human being to serve the ever changing needs of the industry and the society. Need for adding new courses and collaborations with eminent national and international institutions is identified as a step to move towards internationalization and providing relevant and quality academic Programs. To make people to have an attitude for teaching and learning, respect, compassion and integrity by creating an effective teaching learning and mentoring system to bring in behavioural and professional transformation among the students. To train and develop faculty members to be world class teachers. The institution should embrace IT to make teaching learning process innovative, flexible and to move towards internationalization. It may help in increasing the efficiency in stake holder communication, teaching learning and assessment processes, access to learning resources and flexibility in learning. The institution plan to become autonomous institution to bring autonomy in bringing new relevant courses and innovation in teaching and learning process.
  
- II. **Research** - The institution should improve its capabilities and involve in high quality and socially relevant research to emerge as an institute of excellence. The institution needs to increase the collaborations with eminent national and international institutions to create an eco system and knowledge base that supports high quality and socially relevant research.



- III. **Internationalization** – The institute should focus on internationalization to become the most sought after institution for undergraduate, postgraduate and research programs. The institute should collaborate with eminent national and international institutions for developing international programs, offering joint programs, collaborative research, student and faculty exchange programs.
- IV. **Alumni Engagement** - Alumni of the institution can add more value to the institution. Improving the alumni engagement will bring in lot of values to the institution in the form of support in creating resources, internships, projects, employment opportunity and their knowledge and experiences in the learning process of the students.
- V. **Industry Interaction** – Industry institute interactions foster bidirectional spill over of knowledge, practices and to fill the gap in the curriculum of the programs. The institution needs to focus on industry engagement to foster entrepreneurial spirit among the students. An ecosystem including incubation centres, collaborations with industry and government agencies has to be improved to create more entrepreneurs who can contribute to the growth of the nation and create employment opportunities for others. Incubating successful start-ups creating innovative products and business models, capacity and create a world-class ecosystem for collaborative research with industry and for incubation
- VI. **Social Out Reach** – The institution should reach out to society through the students to make them socially responsible and as ethical leaders and to contribute to the society. To adopt IT technology to become efficient and effective in stake holder communication.



## Strategic Plan 2020-2030





### Strategic Plan 2020-30 Targets

<b>I. Academics</b>			
<b>S.No</b>	<b>Target</b>	<b>Time Period</b>	<b>Remarks</b>
1	To become an autonomous institution	2025	
2	To achieve NEP 2020 compliance	2028	
3	IT Enabled Teaching learning process and digitisation	Continuous	
4	To add new UG, PG programs and Research Programs as per the demand	Continuous	
	MoUs with reputed companies for offering industry relevant certificate programs	Continuous	
<b>II. Research</b>			
<b>S.No</b>	<b>Target</b>	<b>Time Period</b>	<b>Remarks</b>
1	Establishing Research Departments in all departments with PG Program	2024	
2	Collaborations with international institutions for socially relevant research	2025	
<b>III. Internationalisation</b>			
<b>S.No</b>	<b>Target</b>	<b>Time Period</b>	<b>Remarks</b>
1	MoUs with international institution(s) for faculty and students exchange programs	2026	
2	Collaborations with international institutions for joint programs	2027	



Sponsors

#### IV. Alumni Engagement

S.No	Target	Time Period	Remarks
1	Registration of Alumni Association as per NAAC requirement	2022	
2	Establishment of Regional Alumni Chapters (as per the distribution of Alumni)	2024	
3	Garnering alumni support in creating resources, internships, placements and interaction sessions with alma matter	Continuous	
4	Alumni Meets	Every Year	

#### V. Industry Interaction

S.No	Target	Time Period	Remarks
1	Establishment of Incubation Centre	2022	
2	Establishment of Industry Institute Partnership Cell	2024	
3	MoUs with national and international companies for internships and training	Continuous	

#### V. Out Reach

S.No	Target	Time Period	Remarks
1	Strengthening the extensions activities	Continuous	
2	Adoptation of Villages	2021	
3	MoUs with NGOs for awareness, training and welfare activities to the society	Continuous	

**Focus on Enablers:** Continuous focus on creating a world class culture, conducive learning environment for students, excellent working environment for faculty and staff members, development of adequate resources including buildings, labs, equipments, learning resources and sports facilities.



Principal

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