

# **PERSPECTIVE PLAN 2021-2030**

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**J. Z. SHAH ARTS  
&  
H. P. DESAI COMMERCE  
COLLEGE,  
AMROLI**



# THE INSTITUTION:

## 1.1 General Introduction:

The pioneering effort of the trustees, their foresight and creative instinct led to the foundation of J. Z. Shah Arts and H .P. Desai Commerce College, Amroli on 1st July, 1991. Institute got permanent affiliation on 1st July, 1998 and has been recognized under section 2(f) of the UGC ACT: 23/6/2000 and section 12 (B) of the UGC ACT: 23/6/2000. J. Z. Shah Arts & H. P. Desai Commerce College plays a very pivotal role in the second fastest developing cities of India Surat, which has almost 35% of population who has migrated from different parts of India. Our college is located in such an area which is bearing such migrated population who are economically lower middle class rural area people. Most of them have migrated for industrial opportunities that the diamond city Surat provides them. The students who take admission in our College are youth of these migrated population having rural background and lower middle class standards and irrespective of their cast, creed, region, languages, economical background or religious beliefs, our college provides them opportunities for higher education. Students are exposed to urban standards, they are made techno-savvy particularly girls are given ample opportunities to realize their inner strength, capabilities and above all self-respect. Initially College offered B.A. and B. Com. Courses in Gujarati medium. The college took a bold step by offering B. Com (English Medium) with the existing staff in the year 1997. In 2001 M.Com.(Gujarati Medium) was introduced and in 2009 M.Com (English Medium), M.A. English, M.A. Gujarati, and M.A. Economics were introduced. However, due to the low number of applicants, the M.A. English and M.A. Gujarati programmes had to be discontinued in 2021–2022. Another significant addition was the introduction of an Additional Self-Financed Class for Women in the Commerce Faculty in the year 2009. This new venture has turned a grand success as there are eleven divisions running full fledged with separate staff.

The College was Accredited “B” Grade with CGPA 2.27 by the NAAC, on 28<sup>th</sup> March, 2008 in 1<sup>st</sup> Cycle, re-accredited and awarded “B” Grade with CGPA 2.74 on 21st February, 2014 in the 2<sup>nd</sup> Cycle and awarded “B++” Grade with CGPA 2.94 in the 3<sup>rd</sup> Cycle by the NAAC on 9<sup>th</sup> September 2019. More than 5000 students study in this college. Situated against very humble background, this college is equipped with all modern amenities. Many students enrol themselves under earn and learn scheme. Institute has also introduced skill based certificate courses to enhanced skills of the students. Which has proved to be a very appreciable endeavor.

## 1.2 VISION & MISSION:

### A. Vision :

To attain excellence of students in academic and other programs and for creating an environment that is dedicated to inculcating in students the skills and values necessary to succeed in real life situations and to make them responsible citizens.

#### Core values

- Quality consciousness
- Academic Excellence
- Positivity
- Honesty
- Innovation
- Service for others
- Environmentalism

### B. Mission:

The mission of the institution is to help and promote education by providing the opportunities and creating environment along with academic, cultural and social activities for holistic development of learner's personality.

*The goals of the institution are framed accordingly as under:*

1. To prepare students for lifelong learning, leadership, service and responsible citizenship.
2. To serve the needs of ethnically diverse students and students with disabilities.
3. To promote acquisition of knowledge and offer opportunities and upgrading knowledge, training and skills in all fields of human endeavour by developing education network with the use of modern communication media and technologies to accept challenge of new era.
4. To promote amongst students a sense of equality, national integration, social justice, secularism and to act as a catalyst in social economic transformation for the city and state development.
5. To make arrangements for promoting healthy atmosphere, corporate life and welfare of students and employees.
6. The development and enhancement of the inner potential and self -confidence of individuals by offering them ample scope for active participation in various activities.

## **PLANNING AND EXECUTION STRATEGY**

Strategic Goals are to be prepared after consulting stakeholders such as students, parents, Governing Body, alumni, well-wishers, etc., A SWOC analysis be done based on which the Strategic Goals be prepared for the Institution. Some suggestive goals are given below.

### **Curricular Aspects:**

- To introduce additional divisions to fulfill and cater varied demands of the students.
- To increase student intake capacity of existing courses and improve student enrolment
- To promote the faculty members to participate in curriculum design and review at university level
- Propose to augment academic infrastructure
- To introduce career oriented courses, short term courses, value added courses, Professional development courses
- Provision of good academic flexibility at UG, PG and research levels
- To make teaching learning process more effective by Adding more smart classrooms, MOOC Studio, Skills Lab, Blended learning - MOOCS & Digital recording Studio, ICT integrated teaching for faculty in innovative teaching methodology
- Improving communication with key stakeholders such as parents, alumni, local leaders, industries, etc

### **Teaching Learning and evaluation:**

- To promote the faculty to use ICT based teaching methodology.
- Construction of Recording centre (Studio) for online education.
- To conduct different programmes for the slow learners as well as for the advanced learners
- Propose to make innovation in evaluation methods
- To initiate student centric teaching methods
- To adopt and use the online learning methods
- To introduce Internship/Field trip/Summer Training

### **Research Consultancy and Extension:**

- To organize the International/National seminars on research and quality related themes
- Strengthening research activities will establish Research centre.
- To increase consultancy services.
- To enhance the quality of MoU's / Collaborations/Linkages with different industries, institutes for research, field projects, student trainings, teacher training and exchange to create the job opportunities for the students.

- To increase participation of students in research through, field projects, in house projects, publishing research papers in seminars, conferences, workshop etc.,
- To conduct outreach programme with the help of NSS/NCC

### **Infrastructure and Learning resources:**

- Establish new infrastructure & improve the existing infrastructure.
- To accommodate all the students expansion is needed in class room facilities and other support facilities like library, Canteen, Placement room, Seminar room, Skill Center Research lab, etc. for blended learning.
- To provide e-learning resources like INFLIBNET, e-journals, e-books to students and teachers and Up gradation in Library facilities (RFID system).
- Up gradation in IT infrastructure.

### **Student Support and Progression:**

- To conduct soft skill development programme for students
- Organize study tours, industrial visits, field visits
- Strengthening of Placement cell, arrange the placements camps and improvement of placement services
- To introduce the student centric learning methods
- To Strengthen the career counseling and competitive examination guidance centre
- To initiate Alumni engagement for development of college
- To develop mechanism to record student progression
- To construct placement centre, Counseling Centre & Meditation Centre.
- To enhance the quality of courses currently offered but making them more relevant, skill focused and responsive to the demands of the employment industry and to introduce Add on courses to Improve employability of the students.

### **Governance Leadership and Management:**

- Vision and Mission of the institute will be communicated efficiently to all the stake holders
- The management and employees will work together for the betterment of the institute
- Faculties will be promoted and motivated to attend the faculty development programmes
- Annual performance appraisal system to be formalized for teaching and non teaching staff
- To implements various staff welfare schemes and programs
- To conduct the external and internal audits regularly and periodically
- Governance for Quality evaluation promotion and sustenance in education.
- Improving the faculty competency in terms of academic proficiency, communication skills, administrative capacity etc.,

## **Innovations and Best Practices:**

### **1) Environment Consciousness**

- College ensures clean and hygienic campus
- Energy conservation by reducing Electricity consumption through installation of LED lights, solar panels, solar water heaters etc.
- The College will take initiative in conducting regular green practice : Green Audit & Energy Audit.
- The college will promote eco-friendly campus and will achieve paperless administration.
- To undertake and apply scientific methods for waste management
- College will take initiatives for water recycling.
- Plan for increasing revenue sources, maintenance of assets, pro-environmental initiatives, social / community engagement etc.,

### **2) Best Practices:**

- The college will continue the Best practices of-
- Value added courses/short term courses
- Earn and learn scheme
- Green initiatives: Green
- Student centric activities
- Organization of seminar/conferences/workshop/symposium