# INSTITUTIONAL DEVELOPMENT PLAN (2024-2025)

Prem Chand Markanda S.D. College for Women, Jalandhar, has remained an epicenter of higher education in the region since its inception on 23rd August 1973.  The institution, as it stands today, has been shaped by the vision and dedication of great philanthropists and educationists— Pandit Prem Chand Markanda, Pandit Dharam Pal Dada, Seth Rup Chand Budhia, and Lala Shiv Nath Khanna. The college is dedicated to providing value-based and job-oriented education, as articulated in its Vision and Mission. The institution operates within a multi-layered hierarchical structure - the governance structure of the college comprises the Governing Body at the apex, followed by the principal, and various other bodies such as the Staff Council, Internal Quality Assurance Cell (IQAC), and Students' Council. This well-defined framework ensures that institutional operations are guided by effective leadership and inclusive decision-making.

As the college continues to expand, its administrative processes will be further strengthened to support the efficient functioning of multiple campuses. The institution will regularly assess the overall impact of the Institutional Development Plan (IDP) on its growth, ensuring sustained alignment with strategic objectives and compliance with regulatory standards.

**Short Term Goals**

- Each department will form a designated committee to support and collaborate with the IQAC.
- The college will seek partnerships with relevant bodies, organizations, and foundations to establish sponsored chairs aligned with its Act, Statutes, and Ordinances.
- Industry partnerships will be developed for sponsored research, innovation, and consulting projects to offer students practical experience.
- The college will work towards strengthening the endowment fund for future growth.
- Departmental committees will co-opt members and experts from prestigious national and international organizations.
- Workshops and sensitization programs will be organized to raise awareness about the importance of feedback among students and faculty.

- A systematic, institutionalized feedback mechanism will be implemented to ensure student satisfaction and continuous quality improvement.

- Regular workshops will be organized to raise awareness about existing government funding schemes and to invite innovative ideas for identifying new funding sources.

- Faculty members will be encouraged to focus on research and academic consultancies, fostering a culture of innovation and scholarly contribution.

- The scalability of in-house start-ups will be actively promoted and supported to foster innovation and financial sustainability.

- The effectiveness of the mentor-mentee system will be evaluated through student satisfaction surveys and feedback mechanisms.

- Departments will be encouraged to integrate co-curricular activities into academic programs. Faculty will organize debates, workshops, guest lectures, and field trips related to course content to bridge theoretical knowledge and practical application.

- Structured on-campus employment programs will be developed, allowing students to work in various departments, such as library services and administrative support, with flexible work hours.

- The college will promote co-curricular activities for the overall development of the youth.

- Special efforts will be made to promote sports by opening a sports hostel for players.

- Special cells will be formed to excel the talent of youth in theater, music, dance, etc.

## Long-term Goals

- The College will reduce its environmental footprint by becoming a single-use plastic-free campus.

- A centralized portal will be developed to collect feedback from all stakeholders, including students, faculty, non-teaching staff, alumni, and parents. This feedback will be analyzed using appropriate software to improve institutional performance.

- The number of CCTV cameras on campus will be increased to enhance safety and security.

- Smart Cards will be issued to all college employees and students to provide easy access to various services such as Health Centres, IT Services, and the library.

- The college will focus on developing innovative fundraising strategies by engaging high-net-worth alumni and philanthropists to establish named Chairs, research fellowships, and scholarship programs.

- It will actively pursue large-scale research grants from various government ministries and other prominent agencies to enhance infrastructure with the latest cutting-edge technology.

- Faculty members will be encouraged to actively develop new MOOCs (Massive Open Online Courses) focused on enhancing student employability and skill development in high-demand sectors.

- Non-teaching staff will be provided with professional development opportunities to enhance administrative efficiency, digital literacy, and communication skills, aligning with the evolving needs of modern educational institutions.

- Access to digital resources and learning materials will be improved through the college's digital platforms, including Learning Management Systems (LMS). Faculty will be encouraged to regularly upload course materials, reading lists, and supplementary notes.

- Investment will be made in educational technology tools, including smartboards, classroom response systems, and virtual labs, to enhance interactive learning and real-time assessment.

- Partnerships will be established with local businesses, organizations, and campus facilities to create part-time job opportunities tailored to student schedules, ensuring a balance between work and academics.

- Efforts will be made to introduce Indian Traditional Skill courses to preserve and promote cultural heritage and prevent the loss of indigenous skills.

- College-wide awareness campaigns will be conducted to inform students about available resources, incubation support, and the benefits of starting their own businesses after graduation.

- Empowering faculty and students to pursue impactful research that transforms ideas into sustainable institutional growth.

-  A pool of industry experts and successful entrepreneurs will be developed to mentor students in transforming their ideas into startups.

- Transforming classrooms into innovation hubs where knowledge meets application, and learning resonates with the needs of the market.