

**SENGAMALA THAYAAR EDUCATIONAL TRUST
WOMEN'S COLLEGE (AUTONOMOUS)
SUNDARAKKOTTAI, MANNARGUDI - 614016.**

(Accredited by NAAC)

(An ISO 9001:2015 Certified Institution)

SUNDARAKKOTTAI, MANNARGUDI – 614 016



**“Arise Awake and Not Stop
Till the Goal is reached”**

STRATEGIC PLAN

HISTORY OF THE COLLEGE

Mannargudi or Raja Mannarkoil which derives its name from the Presiding Deity of the town Sri Rajagopalaswamy is a century old Municipality in the heart of the old undivided Thanjavur District and which is now one of the important towns of Thiruvarur district.

Our College has taken the name of Sri Sengamala Thayaar, the Divine Consort of Sri Rajagopalaswamy. Though there is one Government College in Mannargudi, the need for an exclusive women's college has always been keenly felt. Swami Vivekananda said to Indian women that they should light up the lamp of knowledge and become fearless, compassionate and large hearted and acquire practical efficiency. As women prove their efficiency in various fields, including the Air Force, our founder late. Srimathi Krishnaveni, Wife of Late. Sri Vivekanandan, decided to fulfill the long felt educational need of the people of Mannargudi and its surrounding taluks.

Our Managing Trustee Dr. V. Dhivaharan as his name indicates has brought light to educate the women especially to dispel the darkness of ignorance. Dr. V. Dhivaharan whose educational ideas are firmly rooted in the traditional culture of our country is a man of eminence and an epitome of efficiency. The College was started on 27-08-1994 because of his tireless hard work.

The College has as its motto "ARISE AWAKE AND STOP NOT TILL THE GOAL IS REACHED", one of the world famous utterances of Swami Vivekananda who was born to regenerate India. The College will prove Worthy of such a noble motto. The students will prove themselves to be the strong pillars of a glorious future in India.

Education in its real sense aims not merely at the enlargement of intellectual horizons but also at imparting culture and refinement, making us conscious of our moral and social responsibilities. The College offers useful job oriented courses with the grace of the Divine Mother and it strives hard to adopt the golden words of Swami Vivekananda. "Educate our women first and leave them to themselves".

The college has been granted Autonomous status by UGC from the Academic Year 2020-2021 by the tireless hard work of the Correspondent, Principal, Faculty Members, Non teaching staff members and students of the institution.

Vision

To blossom into a Centre of Excellence in Higher Education and Research, targeting the women students of the downtrodden and economically weaker section of the society, so as to enlighten, empower and make them instrumental in creating a par excellent society.

Mission

- Creating an academic environment by providing modern infrastructural facilities and current advancement in Humanities, Science and Technology
- Providing not only quality education but also inculcating discipline and moral values

Objectives

- ❖ To provide higher education to the women students of the rural and economically weaker sections of the society
- ❖ To provide sophisticated infrastructure facilities of teaching learning and research
- ❖ To adopt recent technological advancements and innovations in teaching learning processes through ICT so as to make them competent
- ❖ To work consistently towards achieving excellence in the teaching and learning process in the institution
- ❖ To promote knowledge through research, both in basic and applied areas of Science and Technology and to disseminate such knowledge through publications, extension activities and consultancy services

- ❖ To inculcate positive attitude, intellectual abilities, reflective personal growth, leadership qualities and to develop service oriented mind set of women in the process of teaching and learning
- ❖ To establish collaboration with advanced centers of education and research, industries, corporate through Memorandum of Understanding
- ❖ To provide value based higher education to women so as to make them socially responsible and good citizens
- ❖ Ultimately, the women students will be empowered through holistic development for nation building.

INSTITUTIONAL STRATEGIC PLAN COMMITTEE

Dr. V. DHIVAHARAN, M.Sc.,D.E.M.,Ph.D.,	- Correspondent
Dr. N. UMA MAHESWARI, M.Sc., B.Ed., Ph.D.,	- Principal
Dr. B.KAYATHIRI BAI, M.Com., M.Phil., PCP., PhD.,	- Vice Principal
Dr.G.VIJAYALAKSHMI, M.B.A.,Ph.D.,	- IQAC Coordinator

The Advisory committee of the college deliberated on the future and development of Sengamala Thayaar Educational Trust Women's College (Autonomous), Sundarakkottai, Mannargudi. The committee strategized that the multi-dimensional growth of the institution should be envisioned, planned and an implementation plan should be devised in view of the future. It was decided that a strategic/perspective plan should be in place that should become a guiding document in the journey ahead. It was decided to constitute a committee entrusted with the responsibility of devising Strategic Plan Document in line with the vision and mission of the college. The Governing Council of the college was apprised of the decision and it ratified the decision.

The strategic planning committee interacted with the decision makers regarding the modus operandi in devising the strategic plan. Inputs were collected from students, parents, alumni, faculty, staff, industry and academicians. The views and insights of experts in the Boards of Students, academic council and governing council were collated. Inputs were also gathered through meetings of college council, faculty meetings, department council meetings, alumni meetings and from students' union. Based on the

deliberations and inputs, a draft Strategic Plan was devised and submitted to the Advisory Committee. The advisory committee studied the draft document, proposed suggestions, and enhancements and approved the Strategic Plan with necessary modifications for implementation.

**SWOC ANALYSIS FOR SENGAMALA THAYAAR EDUCATIONAL TRUST
WOMEN'S COLLEGE (AUTONOMOUS), SUNDARAKKOTTAI, MANNARGUDI.**

Institutional Strength

- It was the only institution started exclusively for women (1994) at the time when there was no institution for a radius of 40 km., cater to the needs of women students.
- The NATIONAL ASSESMENT AND ACCREDITATION COUNCIL (NAAC) accredited institution.
- UGC and NAAC recognized 'Mentor' institution to facilitate the non-accredited institutions to get themselves accredited.
- Institution has attained autonomous status on the academic year of 2019-2020.
- Uninterrupted power supply is ensured through 125kv generators and 20kv solar power plant
- The college library has 59253 books and 191 journals and magazines, besides subscribing for N-list, INFLIBNET, Shodhganga, Shodhsindhu and Delnet. A Plagiarism software is also available to enhance the ethical standards of students' in research work.
- NPTEL-SWAYAM online certification programmes are offered to students and faculty
- So far 21563 students in UG programme, 7717 students in PG programme, 450 scholars in M.Phil., were graduated, 30 research scholars were awarded as doctorates. We have attained 1100 ranks in UG programme and 1357 in PG programme at university examinations.
- Forty two buses are operated by the Management at a subsidized cost for the safe transport to the students.
- Value added diploma/certificate programmes are offered to students to face the global challenges
- Martial arts training are provided to students
- ERP has been implemented in the institution
- Centralized Research Center

Institutional Weakness

- Since the institution is located in rural environment it is difficult to attract students from urban and other states
- Teacher from other states generally do not prefer this institution for their employment because of the remote location
- Most of the students hail from rural schools, and their medium of instruction is local language, Tamil
- Since the institution is a self-financed one there is no government scholarships (BC & MBC) other than SC and ST Scholarships, for students who undergo the undergraduate Programmes
- Opportunity for attending refresher and orientation programmes organized by the Universities (Human Resource Development Centers) is very limited

Institutional Opportunity

- Institution has the opportunity to serve for higher education of the women students who hail from economically and socially weaker section of the society
- Students have the opportunity for vertical mobility for higher education up to research degree
- Portal of higher education exclusively for women students in the rural environment
- Social responsibility of the students is groomed through outreach programmes by roping in with the local communities
- Students are given opportunities to organized and anchor various activities while groom the leadership qualities
- Students have the opportunity to develop competitiveness and self-confidence to face the global challenges
- Placement opportunities

Institutional Challenges

- The cope up with the economic background of the parents of the students in the collection of term fees
- Since most of the students, at the entry level, come with Tamil as the medium of instruction, getting acclimatized them with the college environment, where the medium of instruction is English

- Since the institution is in rural environment it is difficult to attract students and staff to attract and staff from other states Mobilizing finance from Government funding agencies
- Providing financial support, free ships, etc., to all needy students
- Pursuing the students for higher degree programmes, up to research level
- Attitude of the students for employment is not satisfactory, even when they get the placement order, they generally do not prefer to join invites while groom the leadership qualities

Institutional Distinctiveness

- ‘Empowering Women TO Empower the Nation’ is the motto of our institution, and we work hard following the words of Swami Vivekananda. ‘Arise, Awake and stop not till the goal is reached’ to Provide quality higher education especially to women who hail from downtrodden and economically weaker sections o the society, which is the distinctiveness of the college. Towards achieving the same the following activities are undertaken:
- It was the only institution started exclusively for women (1994) at the time when there was no institution for a radius of 40 km., cater to the needs of women students.
- AICTE Approved Programmes MBA, MCA, BCA and BBA were commenced .
- Now the institution have 16 UG programmes, 13 PG programmes, 4 Ph.D. programmes, 2 Diploma programmes.
- Ph.D. programme in Microbiology, Biochemistry, Computer Science and Commerce were initiated to focus on research.
- So far 21563students in UG programme, 7717 students in PG programme, 450 scholars in M.Phil., were graduated, 30 research scholars were awarded as doctorates. We have attained 1100 ranks in UG programme and 1357 in PG programme at university examinations.
- The institution has created infra structure catering to the needs of about4500
- The NATIONAL ASSESMENT AND ACCREDITATION COUNCIL(NAAC) accredited institution.
- UGCandNAACrecognized‘Mentor’institutiontofacilitatethenon-accreditedinstitutionsto get themselves accredited.

- Institution has attained autonomous status on the academic year of 2019-2020.
- Fortytwo buses are operated by the Management at a subsidized cost for the safe transport of the students.
- Six Minor Research Projects have been sanctioned by the UGC SERO, Hyderabad.
- Senior Research Fellowship (SRF) has been awarded by the Indian Council for Medical Research (ICMR), New Delhi to a Research Scholar of the Department of Biochemistry.
- Totally 55 faculty members have been awarded the Doctorate in their respective discipline.
- ICT enabled Teaching-Learning processes and Installation of ERP software.
- Institution has received the award for Best practices – Higher Education in Tamil Nadu – 2017 from ICTACT and also received in the category social initiatives – Empowering Women, Empowering the nation from ICT Academy in the year 2018.
- The college library has 59253 books and 191 journals and magazines, besides subscribing for N-list, INFLIBNET, Shodhganga, Shodhsindhu and Delnet. A Plagiarism software is also available to enhance the ethical standards of students' in research work.
- The institution has a well-established IT Physical infrastructure with licensed softwares includes Visual Studio 5.0, Visual Foxpro 2.0 , Visual Basic 5.0, Tally ,LMS and Automation Library (OPAC), Ms oracle – 2 , SPECTRO 119, Airsoft, Image Pro Plus. Etc.,
- Filed a patent for Poly herbal wound healing ointment at Government of India and the invention was published in Patent Office Journal No. 02/2021 dated 08.01.2021. A patent of Polyherbal wound healing ointment, “REDDICURE” was invented by our Correspondent Dr. V.Dhivaharan and marketed.
- The trust has initiated the established STET Bio-Floral Products Development and Research Center, and the ‘Biominin’ Laboratory for the production of Biofertilizers, biocontrol agents, edible mushrooms, composts and vermicomposts, and the micronutrients respectively. Micronutrients for different crop plants have been prepared and distributed Sati-vitta-Paddy (Basal), Nuci vita (Coconut), Paradi-vitta-(Banana), Hypo-vitta- (Groundnut), Grani-vitta-(Pulses), Offici-vitta (sugarcane). Micronutrient mixtures are

also prepared by adding appropriate amount of nutrients such as iron, Manganese, Zinc, Boron, Copper and magnesium, and distributed.

- ‘STET Bio – Floral Products Development and Research Centre’ for large scale production of bio fertilizers products and micronutrients to increase soilfertility. Biominin laboratory has been established to give hands-on training to the students and villagers in the production of vermicomposting, edible mushrooms and bio composts. Consultancy services are also provided. A ‘Centralized Instrumentation Facility’ has been established with sophisticated instruments such as HPLC. UV-Visible Spectrophotometer, Gas Chromatography, Semi Autoanalyser, PCR, Gel Documentation System, etc.
- A ‘Microbial Culture Collection Centre’ (Herbarium) has been established and maintained.
- Free summer training programmes on instrumentation are conducted every year.
- The Department of Microbiology discovered 127 New species of foliicolous fungi; 16 New varieties and 18 New records to India; 2 New genera, 3 New generic records; and 3 rare fungi; sequenced of genes of Lactobacillus, Rhodopseudomonas sp., Saccharomycetes sp., Aspergillusniger and Penicilliumcitrinum to the Gen Bank and NCBI, USA. and ventured into the process of conversion of plant lignocellulosic organic wastes into value added products.
- Management funded research project entitled “Effect of Symbiotic Foliicolous fungi on the dynamics of the Shola species of the Western Ghats” was carried out at Kodaikanal during the period of 2006-2011 with the permission from the Principal Chief Conservator of forests and Chief Wildlife Warden, Tamilnadu Forest Department (1. WL5/ 33321/2006/12.9.2006 2.WL5 /52287 / 2007 / 23.08.2007). Twelve New species of Foliicolous fungi namely Meliolacyperacearum, Meliolahoveniae, Meliolaluculiae, Meliolathiyagesanii, Asterinascutellariae, Asterinadhivaharanii, Asterinakukkalensis, Asterinaphobegena, Asterinapolygalae, Asterinaviburnii, Questieriellatoddaliae and Meliolaexacigena have been reported and two new varieties namely Asteridiellasolanivar . kodaikalensis, Melioladaviesii var. kodaikalensis were found, and Meliolaeuonymi and Asterinaclematidi are the first reports from

India. The Dr.V.B. Hosagoudar was the honorary research advisor. The project was carried out at the cost of Rs. 21, 13,314. Ms. R.Nithyatharani successfully completed her Ph.D Degree in Microbiology and four candidates completed their M.Phil Degree out of the projects.

- Totally, 331 fungal species were recorded. Among these, 137 new fungal species were newly discovered, 20 new varieties, 2 new genera, 3 generic record, 3 rare fungi and 20 new records to India.
- Fungal Herbarium unit named Centre for Mycological Research for Foliicolous fungi /leaf infected fungi, which forms the first of its kind in Tamil Nadu and become the fourth in India (followed by HCIO, AMH and TBGT) and is known with its acronym STET, Now around 453 collection have been housed in it.
- College has developed a Herbal Garden to create awareness of medicinal value of plants.
- Incubation Centre has been established to facilitate the elite students and young entrepreneurs to experiment innovative ideas and to develop procedures and protocols for the product development and to promote “start ups”. This resulted in development of products such as hair tonic, hair oil, soap, floor cleaners, sanitizers and hair cleaning powders (Shikakai). Nutraceuticals are also developed and produced by the Department of Nutrition and Dietetics. Skill development programmes such as tailoring and screen painting are conducted.
- Institution – Industry collaboration has established through MoU’s so as to provide industrial exposure.
- The Management has provided 100 mbps internet and Wi-Fi facilities throughout the campus.
- The college publishes an International Journal of Scientific Transactions in Environment and Technovation.
- An Animal house has been established as per the norms of Indian Animal Ethical Committee for the research activities and it is a registered house with CPCSEA, Ministry of Environment, Forests and Climate change, Government of India.
- Mahatma Gandhi National Council of Rural Education, Ministry of Higher Education, Government of India has selected our institution as a District sustainability Mentor (DSM) for Thiruvarur Dt and we

coordinated five colleges in Thiruvarur District on sustainability practices followed by the colleges.

- NAAC has recognized this institution as ‘Mentor’ institution under ‘PARAMARSH’ scheme to facilitate the non-accredited institutions to get accredited themselves.
- The Ministry of Higher Education, Government of India, has selected our institution as a District Sustainability Mentor for Thiruvarur District.
- The 3 new trademark applications for Cough Syrup (Floradex), Sambar Masala (BHL Spices) and Hair Oil (Rosini) have been filed and recorded in The Trademarks Registry, Intellectual Property Building, G.S.T Road, Guindy, Chennai.
- Various Skill Development and value added programmes are conducted to enhance moral values and employability
- The Placement Cell facilitated for the placement of students through on campus and off campus interviews
- NCC (SW) unit through FSFS scheme and 8TN (Bn) Kumbakonam army wing with three platoons and 160 cadets is functioning
- Our college has started a Skill Training Centre in association with Adayar Anandha Bhavan Sweets India Pvt. Ltd., for the school dropout students under the Prime Minister Scheme Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDUGKY).
- To add feathers to our crown our institution has attained ranking in NATIONAL INSTITUTIONAL RANKING FRAMEWORK (NIRF) 2024

Strategic Plan Overview

What

- To become greater Autonomy and become leading Women Institution in India.

Why

- Meet National as well as Institutional aspirations and objectives

How

- High Quality Research
- Institutional Excellence
- Infrastructure
- Human Resource Management
- Flexible Academic Programmes

Enablers

- Entrepreneurship
- Alumini Engagement
- Industry Engagement
- Internationalization

Core Activities

- Developing High Quality Human Resources to Serve the Nation
- Pursuing quality and deep research that is transformational
- Nurturing excellence, integrity, creativity, diversity and academic freedom
- Incorporating compassion and commitment to the society through community engagement

THE STRATEGIC PLAN

- ❖ Perform well in national, International Rankings, Accreditations and Certifications
- ❖ Reach higher level of excellence to be ready for higher Autonomy.
- ❖ Improving Students Diversity in the Campus by recruiting international students and Students from other States.
- ❖ Optimize Human Resource Management through merit-based recruitments, continuous developmental and enhance programs for faculty, staff and students
- ❖ Recruit, develop and retain excellent faculty
- ❖ Enriching Student Experience in the campus and effective holistic growth of the students

- ❖ Ensuring transparency and efficiency by enhancing e-governance strategies in administration and student services.
- ❖ Develop, strengthen, and implement academic programmes that are responsive to the vision and mission of STET Women's College and are systematically reviewed for sustained quality, relevance, and excellence to meet the challenges of a highly competitive and emerging national and global scenario.
- ❖ Enhance college infrastructure to accommodate increase in intake, research, library, knowledge development and transfer; contribute to an enhanced quality of life in the campus.
- ❖ Enhance sustainable, energy-efficient and eco-sensitive infrastructure and facility in tune with changing technological developments
- ❖ Improving physical resources and infrastructure, Research funding and Collaboration for research input.

S.NO	STRATEGIC PLAN	ACTION PLAN
1	❖ Perform well in national, International Rankings, Accreditations and Certifications	❖ To be counted as one of the most highly reputed higher education Institutions in India by performing well in NIRF India Rankings, obtaining highest grade in NAAC re-accreditation ❖ To be an ISO certified institution so that quality can be ensured and services can be delivered in a reliable and secure manner to the satisfaction of the stakeholders
2	❖ Reach higher level of excellence to be ready for higher Autonomy.	❖ To obtain College of Excellence status of UGC after completing two cycles for 'College with Potential for Excellence' Status
3	❖ Improving Students Diversity in the Campus by recruiting international students and Students from other States.	❖ Admit students from other States of India every year, especially from the backward regions.
4.	❖ Optimize Human Resource Management through merit-based recruitments, continuous developmental and enhance programs for faculty, staff and students	❖ Recruit meritorious faculty with preference given to candidates with PhD and postdoctoral exposure. ❖ A career path will be aligned based on assessments of performance: teaching, research, student mentoring, sponsored research, collaboration with industry, involvement with the society, Institute service and national-level activities.
5.	Enriching Student Experience in the campus and effective holistic growth of the students	❖ Enrich Student development through pedagogical innovation, multifaceted integrated learning and student-centric training ❖ Confidence Building and Skill

		<p>enhancement training programs will be organized to create leadership, teamwork and communication skill among the students</p> <ul style="list-style-type: none"> ❖ Enhancement of student's co-curricular and extracurricular activities. ❖ Students will be exposed to social realities, experiences and extension activities to obtain service learning. ❖ Students will be exposed to innovation, entrepreneurship, start-ups. ❖ Placement of students will be fine-tuned to meet the aspirations of the students and expectations of employers. The target is to ensure that 100% students take up placements/venture start-ups or pursue higher education.
6.	Ensuring transparency and efficiency by enhancing e-governance strategies in administration and student services.	<ul style="list-style-type: none"> ❖ Implement e-governance in Administration, Admission, Finance and accounts, Evaluation system, and teacher-student activities. ❖ Implement e-governance in documentation and accreditation process.
		<ul style="list-style-type: none"> ❖ Implement automation of infrastructure maintenance and troubleshooting. ❖ Implementation of e-Filing through online portals
7.	Develop, strengthen, and implement academic programmes that are responsive to the vision and mission of STET Women's College and are systematically reviewed for sustained quality, relevance, and excellence to meet the challenges of a highly	<ul style="list-style-type: none"> ❖ Conduct a needs assessment/feasibility study to identify new critical academic programs and modify curriculum to the changing world. ❖ Identify and implement programs and value added courses for skill development, entrepreneurship and employability.

	<p>competitive and emerging national and global scenario.</p>	<p>Institution will be offering number of value-added courses. Hence, at the time of admission, students can choose from a wide variety of courses.</p> <p>Train and implement the paradigm of Outcome Based Education (OBE) in curriculum and syllabus.</p> <ul style="list-style-type: none"> ❖ Promote and increase the students and faculty participation to acquire certificates by taking on line courses on recent advances in technology, like MOOC, and NPTEL etc. ❖ In order to enable students to meet their changing objectives, introduce flexibility in the curriculum through a wide choice of electives and multi-disciplinary diversification.
<p>8.</p>	<p>Enhance college infrastructure to accommodate increase in intake, research, library, knowledge development and transfer; contribute to an enhanced quality of life in the campus.</p>	<ul style="list-style-type: none"> ❖ Completion of a well-furnished central Library Complex with all state-of-the-art facilities. ❖ Completion of a Central Computer Lab for online examinations and career placement training ❖ Enhancement of internet connection bandwidth and Wi-fi to support the 4G and future communication technologies ❖ All classrooms of the institutions will be converted ICT-enabled by equipping with modern devices.
<p>9.</p>	<p>Enhance sustainable, energy-efficient and eco-sensitive infrastructure and facility in tune with changing technological developments</p>	<ul style="list-style-type: none"> ❖ Plans to augment the waste water treatment towards zero discharge and install biogas plants for waste disposal ❖ Energy conservation measures being implemented include increasing the efficiency of

		<p>appliances and the use of renewable energy sources.</p> <ul style="list-style-type: none"> ❖ Enhance the renewable energy sources by deploying Solar panels on all the buildings and become self-reliant.
<p>10.</p>	<p>Improving physical resources and infrastructure, Research funding and Collaboration for research input.</p>	<ul style="list-style-type: none"> ❖ Construct a research-focused Central library ❖ Enhance seed money for research ❖ Furnish a central instrumentation lab with modern research equipments. ❖ Ensure publication of research articles in Scopus-indexed Journals. The h-index of the institution has to be increased. ❖ The number of PhDs awarded/produced in the institution has to be increased every year. ❖ All faculties with Ph.D who meet university stipulations will have obtained Ph.D guideship within 6 months after becoming eligible. ❖ Consultancy initiatives including training and infrastructure will be strengthened. ❖ Enhance internal funding for Research from benefactors, alumni and industry collaborated projects. ❖ Increase Research Funding from government, UGC, DBT, DST, SERB etc. ❖ Collaboration of each research group in each department with industry / research institution.