

VIDYA ACADEMY OF SCIENCE & TECHNOLOGY

A UNIT OF VIDYA INTERNATIONAL CHARITABLE TRUST

Established in 2003



STRATEGIC FRAMEWORK & ACTION PLAN



**Academic
Excellence**



**Industry, Research
& Professional
Practice**



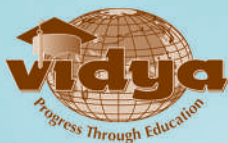
**Social
Engagement
and Visibility**



**Financial
Sustainability
and Operational
Excellence**

MEETING THE NEED OF OUR TIME & FUTURE





VISION, MISSION AND GOALS



The Vision of the Vidya International Charitable Trust transcends ordinary aspirations, striving to embody an exceptional paradigm as a nonprofit charitable institution. Its singular aim is to empower society through the provision of unparalleled quality higher education, accessible to all. The Vision and Mission serves as the guiding light illuminating the path towards a future of boundless possibilities.

VISION : Progress Through Education

MISSION:

- To provide state-of-the art higher education to our younger generation
- To establish world-class educational and research centers
- To obtain affiliations from outstanding universities and institutions
- To attain and maintain world class stature with centers of modern facilities and quality education



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CHAIRMAN'S MESSAGE



Vidya Academy of Science and Technology (VAST) Thrissur has completed 20 remarkable years of empowering society through quality education. The unconditional support of trustees, and the tireless efforts of our staff, faculty, students and alumni have been the driving force behind our success. I would like to extend my heartfelt appreciation to every member of the Vidya family for their invaluable contributions.

During April this year, we initiated a strategic planning process involving all staff and I am delighted to announce the launch of Strategic Framework today. I thank and acknowledge your collaborative efforts in developing the Enabling Strategies and KPI's to realize the goals set.

The Strategic Framework is a roadmap that will guide VAST Thrissur into the future. It sets forth a path for continuous growth, innovation, and adaptability in the face of emerging challenges and opportunities. By embracing this framework, we equip ourselves to leverage our strengths and remain at the forefront of education and research.

Let us embark on this new chapter of VAST's journey with renewed enthusiasm and determination. We thank you once again and look forward to your wholehearted involvement in developing action plans to successfully implement the strategy. With our collective efforts and the Strategic Framework as our guide, let us march confidently toward a future where VAST Thrissur will continue to shine as a beacon of knowledge and excellence.

A stylized handwritten signature in blue ink, consisting of several loops and a long horizontal stroke.

Sabu Soumian, Chairman,
Vidya International Charitable Trust

Executive Director's Message



In times of increased competition and a rapidly changing business landscape, a clear strategic framework and effective planning are essential to drive growth, make informed decisions, and remain adaptable to changing circumstances. By establishing a strategic framework, Vidya sets a clear direction for aligning its efforts to maximize the chances of achieving its goals. It would also help stay accountable and align with its long-term objectives.

Strategic framework and planning are not just abstract concepts. They form the foundation for the success of any institution. It would help overcome challenges, seize opportunities, and achieve remarkable results if leveraged correctly.

After a series of discussions and deliberation with all stakeholders, Vidya has set the path, and it is now the responsibility of each of its stakeholders to navigate the ship forward. The path may be challenging, and obstacles may arise, but let us all work towards this great mission and help Vidya, our pride, scale new heights.

I thank all our employees for actively participating in the strategic planning process. Your insights, expertise, and diverse perspectives were invaluable in shaping our strategy that aligns with our vision and values.

Mr. Sureshlal, Executive Director,
Vidya International Charitable Trust



INTRODUCTION TO THE STRATEGIC FRAMEWORK

The Vidya International Charitable Trust (VICT) and the destiny of its founded institutions are intricately intertwined, bound by a shared vision of Progress Through Education. Celebrating two decades of empowering society with quality engineering education, Vidya Academy of Science and Technology, Thrissur (VAST), the institution established and operated by VICT, stands as a beacon.

Amidst this jubilation, VICT perceives this milestone as an opportunity to embrace fresh challenges and embark on uncharted paths that will propel the campus to the pinnacle, securing its position among Kerala's Top Ten engineering colleges.

To navigate the forthcoming years, a meticulously crafted Growth Oriented Strategic Framework (SF) serves as the guiding light for the campus. This framework encompasses four focal points, aptly referred to as Goals, each representing an area of growth and ambition. The means through which these Goals will be achieved are encapsulated in the 20 Enabling Strategies (ES). These Enabling Strategies mirror the existing departments, functional units, and supporting entities within the campus.

Moreover, a Strategic Action Plan (SP) is carefully devised, entailing actionable elements in the form of Key Performance Indicators (KPIs). These KPIs enable continuous monitoring and measurement of outcomes resulting from the synergistic alignment of Goals and Enabling Strategies. The Strategic Action Plan manifests in a simplified overview, highlighting the WHAT part, wherein Goals, Enabling Strategies, and KPIs are harmoniously mapped. Additionally, a comprehensive analysis derived from a SWOT assessment accompanies an elaborated view, encompassing the HOW and WHEN aspects for each KPI.

Unified under the guidance of a dedicated Steering Committee and various Working Groups, the VAST campus, propelled by the synergistic forces of the SF and SP, is charting a course towards unparalleled heights.

THE PROCESS



Goals define at high-level, the short, medium and long term ambition and targets set for the campus by the Trust. It essentially provides direction and purpose. The four Goals set for the campus to formulate this Strategic Framework and Strategic Action Plan are:

1. Academic Excellence
2. Industry, Research & Professional Practice
3. Social Engagement and Visibility
4. Financial Sustainability & Operational Excellence



STRATEGIES

Strategies are needed to achieve the defined goals with the given circumstances. Various Enabling Strategies (ES) are identified to take ownership of the actions that synergise to realise the goals.

Key Performance Indicators (KPIs) determine the metrics that will help measure progress towards goals. Created based on SMART goal setting, these are quantifiable, relevant, and aligned with Goals.



KPIs



SWOT ANALYSIS

SWOT Analysis will be carried out for each KPIs to ensure internal **Strengths** and **Weaknesses** that support or hinder, external **Threats** and **Opportunities** that are favourable or negative are leveraged or mitigated to achieve the KPIs.

A detailed Strategic Action Plan will be developed for each KPI based on the SWOT analysis outlining specific tasks, responsibilities, timelines, and resources required. These plans will be actionable and aligned with the Goals and Enabling Strategies.



ACTION PLANS



EXECUTION & MONITORING

Implement the Strategic Action Plan and ensure that activities are carried out as scheduled. Regularly monitor progress, track performance against KPIs, and address any issues or obstacles that arise. Make adjustments as necessary.

Periodic review of the progress and results by evaluating the effectiveness of Strategic Action Plan implementation. Identify areas of improvement and lessons learnt. Refine the approach and repeat the process for continued success. The process is iterative and flexible to achieve the results.



REVIEW & REPEAT

STRATEGIC FRAMEWORK FOR VAST CAMPUS

Academic Excellence

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Admission

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Academics

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Placement

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VSSC

5

CCE
(for Students)

KPIs

Social Engagement and Visibility

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NSS

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Talent
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Green and
Sustainable
Campus

THRISSUR – GOALS, ENABLERS AND KPIs

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Excellence,
Industry and
Entrepreneurial
Centers

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Professional
Memberships,
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SF Steering
Committee &
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Advisory and
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VFF

Financial Sustainability,
Operational Excellence

The Goals and Enabling Strategies

GOAL ONE ACADEMIC EXCELLENCE

To make Vidya Academy of Science and Technology as one of Kerala's Top Ten engineering colleges and the preferred choice for students seeking higher education. We strive to create an exceptional learning environment that promotes academic excellence and provides elevated educational experiences. Our focus is on delivering a transformative education that empowers our students to excel as industry-ready professionals and leaders in their respective fields.

ES-01

Admission

Attracting a diverse student community to Vidya is a high priority for achieving Trust's vision for the Institution. Adopt various strategies to attract, identify, enroll and retain students from higher end of academic achievers, socially and economically underprivileged, and enlarged geographical boundaries.

ES-02

Academics

Create a stimulating learning environment that prepares students for successful opportunities in engineering and fosters a culture of innovation and efficiency. Ensure effective delivery of courses, promoting interactive and experiential learning, and inculcate critical thinking and problem-solving skills among students to produce outstanding results.

ES-03

Placement

Establishing and maintaining strong ties with companies and industries to create employment and internship opportunities for students. Providing career counselling, organizing training programmes, and grooming students to enhance their technical and soft skills required for the job market. Assisting students in finding suitable job opportunities and internships, coordinating campus placements, and arranging recruitment drives.

ES-04

Vidya Student Support Cell (VSSC)

Create a supportive and inclusive environment that helps students overcome challenges, maximize their potential, and succeed in their academic and personal endeavors. Provide comprehensive support services to students, including Academic Support, Personal Counselling, Career Guidance, Financial Assistance advices and health and wellness awareness sessions.

ES-05

Center for Continued Education (CCE)

Facilitate ongoing professional growth and ensure that engineers stay up-to-date with the latest advancements in their field, contributing to their career advancement and overall professional development. Identify the most appropriate short-term courses, workshops, and training programmes to update knowledge and skills in emerging areas of engineering and technology for students, parallel to the core academic teaching. Establish collaborations with industries and organizations to identify their training needs and develop customized programmes accordingly.

GOAL TWO

INDUSTRY, RESEARCH AND PROFESSIONAL PRACTICE

At Vidya, we believe that our engineering graduates should be fully equipped to solve the needs of the society. To achieve this, we aim to bridge the gap between academic learning and real-world application of the learnings. We strive to create avenues for faculty and students to interact and collaborate with the industry, research and development centres, alumni and professional bodies to better understand the current needs and applications of learning.

ES-06

Excellence, Industry and Entrepreneurial Centers

Bridging the gap between academia and the industry through purpose-oriented centers for students and faculty to engage in research, innovation, and industry collaboration. This is to facilitate the development of practical skills, foster entrepreneurship, and encourage the application of engineering knowledge to real-world challenges.

ES-07

Vidya Research Center (VRC)

Develop the campus as hubs for research, innovation and research publications. Explore emerging technologies, and address complex engineering challenges, VRC will facilitate interdisciplinary collaboration, encourage the exchange of ideas and expertise, attract funding and partnerships, and contribute to the overall development of the campus.

ES-08

Vidya Talent Center (VTC)

Manage and augment various technical projects, products and services conceptualized at Vidya campuses and commercialize it through permissible methods or strategic partnerships with business/industry entities approved by the Trust. Act as a bridge between academia and industry, VTC will foster entrepreneurial exploration that transform innovative ideas from concept to reality and help the campus remain relevant in both academia and marketplace.

ES-09

Alumni

Serve as vital connections between the institution and its graduates. Become a platform for graduates to stay engaged with their alma mater, share their professional experiences, and contribute to the growth and development of the college. Encourage fundraising efforts, enhance the institution's reputation, and create a sense of community among alumni.

ES-10

Professional Memberships, Student Clubs

Provide students with opportunities to network with professionals, learn new skills, and get involved in their field. Make sure students are equipped with access to industry resources, networking opportunities, and professional development events. Student clubs will foster teamwork, leadership, and practical skills through hands-on projects, competitions, and workshops. Creating a vibrant and supportive community where students can engage in extracurricular activities, build lasting relationships, and explore their interests beyond the classroom.

GOAL THREE

SOCIAL ENGAGEMENT AND VISIBILITY

Fostering a positive and impactful relationship with the community and wider society is paramount to Vidya to achieve its vision and mission. This can be achieved by promoting the college's contributions to social and environmental causes, establishing partnerships with local organizations, and organizing outreach programs to inspire and engage the community and schools. Through effective public relations strategies, VAST Thrissur aims to enhance its reputation, attract talented students and faculty, and build strong connections with industry, government, and other stakeholders

ES-11

NSS

Build relationships with community to collaborate on projects and initiatives that benefit the society at large. The NSS unit can collaborate with local NGOs, government agencies, and community organizations to identify and address the needs of the surrounding community. Such activities will empower students to cultivate volunteering and skills to help others. NSS can also help students to develop a sense of civic responsibility and to become more engaged citizens.

ES-12

Public Relation

Effectively manage the institution's reputation, brand image, and communication strategies to interest groups at various levels. The unit can engage in awareness campaigns, highlight the college's strengths, achievements, and research contributions, and build strong relationships with media outlets and industry influencers. This will help VAST Thrissur to attract talented students, industry collaborations, and positions the college as a preferred choice for prospective students, faculty, and industry partners.

ES-13

Talent Academy

Creates opportunities for social interaction, team building, and fostering a sense of community among faculty and staff members. Promote a healthy work-life balance and contribute to staff well-being. Offer professional development programs, workshops, and seminars to enhance the skills and knowledge of the staff. Developing a platform that facilitates lifelong learning, career advancement, and staying updated with the latest trends and technologies in the field, thus promoting excellence in teaching and research.

ES-14

Vidya Social Empowerment Center (VSEC)

Streamline and implement the social empowerment tasks of VICT. Responsible for empowering the essential pillars of the society - parents, children, youth and teachers - aligned with Vidya's core vision and mission. Aim the energy towards creating a society where members possess a sense of responsibility that helps them as an individual and member of the society towards nation building.

ES-15

Green and Sustainable Campus

Promote environmental consciousness and sustainable practices at the campus. Focus on implementing energy-efficient systems, waste management strategies, and renewable energy initiatives on campus. By fostering a culture of sustainability, the unit helps reduce environmental footprint, inspires innovation in sustainable engineering solutions, and prepares students to address the global challenges of climate change and environmental sustainability.

GOAL FOUR

FINANCIAL SUSTAINABILITY & OPERATIONAL EXCELLENCE

Long-term financial stability and effective operational management is essential for the sustainable growth of the institution. Optimizing operations by streamlining processes, enhancing efficiency, and improving overall performance in areas such as administration, facilities, and student services. These units enable the college to allocate resources effectively, deliver quality education, maintain infrastructure, and foster a conducive learning environment for students and faculty.

ES-16

SF Steering Committee & Working Groups

Implementation phase of Strategic Framework (SF) and Strategic Action Plan (SAP) requires utmost commitment of all the stakeholders. Progress review and course correction is inherent part of the SF and SAP. This enabler will set the governing framework for the success of SF and SAP through various process and procedures.

ES-17

Advisory and BoG

External experts and industry professionals who provide guidance and advice to the college regarding curriculum development, industry connections, project/research funding and emerging technologies. Both bodies contribute to the college's success by bringing external perspectives, expertise, and strategic leadership.

ES-18

Support Functions and Entities

Administrative Enabler plays a crucial role in the success of all other Enablers. Entities like HR, Administration, ERP, Accounts, Finance are vital partners who provide the required support for the success of each of the enablers for the entire SF and SAP.

ES-19

Accreditations and Standards

Responsible for obtaining and maintaining accreditation from recognized accrediting bodies, ensuring compliance with industry standards, and continuously improving the quality of education provided. By adhering to accreditation and standards, the unit ensures that the college meets the expectations of stakeholders, including students, employers, and regulatory agencies. This helps establish the college's reputation, enhances student outcomes, and promotes excellence in engineering education. Promote self- evaluation and proactively identify areas where they can be improved. This enabler will also maintain a consolidated list of criteria and stipulations required by various accreditation and approval authorities. This list will play as the key guiding principles for decision making and operational preparedness.

ES-20

Vidya Future Foundation (VFF)

Singular mission to ensure VICT has the financial resources to confidently maintain and expand its leadership in education and research for future generations. Channel charitable donations to managed perpetual fund to generate income and ensure part of it is judiciously spent for Scholarships and other development activities of the institutions managed by the Trust.

The Governance

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1. Steering Committee

Responsible for guiding and overseeing the Strategic Framework and Strategic Action Plan is created and implemented successfully. This committee provides direction, alignment, optimal resource allocation, and facilitates effective decision-making. The Steering Committee plays a vital role in shaping the long-term vision and success by driving positive change needed for success.

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2. Working Groups

Enabling Strategies are mapped with related teams, groups or committees composed of faculty members, staff, and students focused on achieving the specific KPIs the institution strives to achieve. They collaborate with each other to address the challenges, implement the initiatives, and achieve the goals within their respective areas as well as support others to achieve overall goals set for the institution.

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3. Advisory Boards

External experts, industry professionals, and alumni who provide guidance, insights, and recommendations to Steering Committees and Enabling Strategies, identified and added to the respective team on need basis. They help the team on how to harness the Strengths and Opportunities as well as how to effectively overcome the Weaknesses and Threats which are identified as part of the SWOT analysis.

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4. Governing Body (BoG)

Regulatory compliance body comprising members appointed by the Trust, Institution, the state government and industry experts. It oversees the functioning and management of the institution within the stipulations. They ensure compliance with regulations and monitors academic quality apart from the standard roles and responsibilities defined for the body.

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Vidya's Strategic Framework reflects the VICT's aspirations and optimism for the future of the VAST Thrissur Campus. The four goals embody our commitment to engage young individuals and inspire them to become active contributors to a knowledge-based society. We aim to empower diverse populations to embrace and learn from one another, fostering a sense of unity and growth. The success of the VAST Thrissur Campus directly translates to the success of VICT.

Throughout its journey, Vidya has diligently pursued its vision of "Progress through education," providing exceptional social support and professional education for the betterment of society. This achievement has been made possible through the selfless collaboration of Trustees, Management, Staff, Students, Parents, and well-wishers, all guided by the blessings of Gurudevan.



Vidya International Charitable Trust

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