Institute of Language Studies and Applied Social Sciences (ILSASS)
The Charutar Vidya Mandal (CVM) University
Institutional Development Plan (IDP) 2023- 26

1. Institutional Profile:

Name of the Institution:	Institute of Language Studies and Applied Social Sciences (ILSASS)	
Head of the Institution:	Dr. C.N. Archana	
Contact Details:	principal.ilsass@cvmu.edu.in	9825299956
College Website:	www.ilsass.edu.in	AISHE Code:
Name of the IQAC Coordinator:	Dr. Najma Pathan	Email: najma.pathan@cvmu.edu.in
NAAC Accreditation Status	In the process	
National Educational Policy (NEP) 2020	NEP to be implemented with UG programmes from the year 2023.	

Quality Statement:

"Win the world with wisdom"

Vision:

To make education the most powerful instrument of social, economic and cultural transformation and to augment the quality of human capital of the society.

Mission:

Empower the students with knowledge and wisdom and make them lifelong learners.

Objectives:

- To focus on integral and holistic development of students.

- To create convergence of theory and practice.

- To offer courses and subjects in alignment with expectations of the society.

- To establish unique identity in the educational world by providing applied aspects of arts and social sciences.

- To tap nurture and unleash the innovative entrepreneurial abilities of scholars and thereby ensure lifelong socio-economic value addition.

- To create and nourish a stimulating learning environment that ensures globally relevant education based on eternal human values.
- To forge and reward excellence in the curricular as well as co-curricular activities.
- To evoke and embellish the finest traits to dovetail into sustainable career growth curve.
- To institutionalize quality in all aspects of teaching and learning.

Executive Summary of ILSASS:

Established in 2009, the Institute of Language Studies and Applied Social Sciences (ILSASS) at Vallabh Vidyanagar operates under CVM University with a vision of becoming a centre of excellence that delivers value-based education and research in the humanities and social sciences, nurturing socially responsible and globally aware individuals.

Committed to academic rigor and intellectual growth, ILSASS offers a diverse array of UG, PG, and PhD programmes—including BA & MA in (Journalism & Mass Communication, Applied Psychology, English Language & Literature, Politics & International Relations, Applied Economics, Social Work) integrated under the New Education Policy Framework; and other PG programmes like MSW (HR), MA (ELT) and MA (Sociology).

ILSASS is dedicated to holistic student development—cultivating critical thinking, leadership, communication, entrepreneurial skills, and ethical values—through a combination of classroom learning, experiential exposure, and mentoring support. The institution ensures strong academic infrastructure with well-equipped labs, studios, and a resource-rich library, while leveraging its central location and the support of CVM University's extensive network. As part of its ongoing development, ILSASS maintains a clear roadmap to strengthen research capabilities, infrastructure, faculty excellence, industry linkages, and student outcomes—aligned with NEP and NAAC benchmarks—positioning itself as a dynamic and future-ready centre for the liberal arts.

Institutional SWOC Analysis:

Strengths

- **Pioneering Role in English-Medium Arts Education:** ILSASS is Gujarat's pioneering English-medium Arts college offering applied programmes in Humanities and Social Sciences, tailored to meet the demands of today's dynamic and evolving world.

- **Highly Qualified Faculty and NEP-Aligned Curriculum:** The institution boasts a team of highly qualified faculty and regularly upgraded curricula that are well-aligned with the vision and goals of the institution, the University, and the National Education Policy (NEP) 2020.

- **Interdisciplinary and Globally Oriented Programmes:** The curriculum promotes interdisciplinary learning, blending global perspectives, critical thinking, social research, and community outreach to support holistic career development and real-world impact.

- **Diverse Academic Community:** A diverse student and faculty profile with multicultural backgrounds enriches classroom interactions, enhances holistic knowledge construction, integrates varied cultural perspectives, and fosters critical thinking and bias reduction.

- **Integration of Indian Knowledge Systems (IKS):** The institution nurtures spiritual vision and character formation by integrating Indian Knowledge Systems into the curriculum, celebrating cultural festivals, promoting community engagement, and encouraging personal mentoring between teachers and students.

- **Strategic Location and Eco-Friendly Campus:** The campus is centrally located in the heart of Vallabh Vidyanagar, offering a clean, green, and secure environment conducive to academic and personal development.

- **Emphasis on Student-Driven Activities:** Students are provided with a high degree of autonomy and support to initiate and lead various academic, cultural, and social initiatives, reinforcing leadership and participatory learning.

- **Recognized Student Mentor Programme:** The Student Mentor Programme, recognized as a best practice at ILSASS, engages advanced learners in peer teaching, workshop facilitation, student counselling, and event management—fostering a culture of mutual support and academic excellence.

- **Convenient Class Timings:** Class schedules are thoughtfully designed to accommodate students commuting from nearby rural and semi-urban areas, ensuring accessibility and inclusivity.

- **Modern Teaching Aids and Innovative Pedagogies:** The institution employs modern teaching tools and innovative pedagogical strategies that go beyond conventional methods, enhancing engagement, comprehension, and learner

outcomes.

- **Proactive and Empowered Student Council:** A robust and proactive Student Council plays a vital role in promoting student-centric learning by encouraging participation in co-curricular and extra-curricular activities, strengthening feedback systems, and facilitating collaborative initiatives that contribute to an enriched campus experience.

Weaknesses

- **Financial constraints –** As a self-financed institution, ILSASS operates solely on student fees and limited subsidization from the management. This financial dependency restricts the institution's ability to invest in long-term infrastructure, faculty expansion, student's extra-curricular activities and academic innovation.

- **Outdated Infrastructure in Key Academic Spaces:** While existing facilities meet the basic operational needs, there is a pressing need to modernize critical infrastructure—particularly classrooms, the Media Studio, Psychology Lab, Computer Lab, and Library. Upgradation in these areas is essential to align with contemporary pedagogical practices and technological advancements.

- **Acute Staff Shortages in Key Functional Areas:** Essential administrative and technical operations are under-resourced. The absence of a dedicated Computer Lab Coordinator, Librarian, and reliance on a single administrative staff member for over five years has impacted institutional efficiency and support services.

- **The inability to fully integrate students from economically weaker sections** into the academic and co-curricular mainstream remains a limitation. Although the institution actively facilitates government scholarships for SC/ST students, delays in the sanction and disbursement process at the government level often create financial uncertainties that may affect student engagement and academic continuity.

- **Limited Student Engagement in Incubation and Entrepreneurship** despite available support from the University. This reflects a gap in motivation, awareness, and alignment of entrepreneurial initiatives with discipline-specific interests such as cultural entrepreneurship, media ventures, social innovation, and creative industries etc.

Opportunities

- As an exclusively English-medium college focused on the study of humanities in the state, the institution holds a unique academic position that **can attract a diverse student body.**

- With students enrolling from nearly 11 states, the college has the potential to **foster a premium, cosmopolitan academic ecosystem.**
- The English medium of instruction, along with a culturally diverse campus environment, provides **an opportunity to attract international students.**
- **Expanding avenues for consultancy services** can enhance academic-industry collaboration and financial sustainability.
- There is significant scope **to accelerate interdisciplinary research initiatives**, aligning with contemporary academic and societal needs.
- The **introduction of more certificate and diploma courses** tailored to evolving industry demands can lead to better utilization of institutional resources and contribute to financial sustainability for the University.
- **Strengthening the alumni network** can be highly beneficial in terms of knowledge sharing, fundraising for infrastructural development, mentoring students, and supporting job placements.
- While ILSASS maintains strong connections with local industries, NGOs, and media houses, **entering into formal and strategic MoUs** with national and international academic institutions, NGOs, and industry partners presents a valuable opportunity to enhance internship placements, student and faculty exchange programs, collaborative research, community outreach, and curriculum enrichment—ensuring alignment with industry trends and global academic standards.
- **Active engagement with key stakeholders**—including parents, community leaders, employers, and policy influencers—can strengthen institutional relevance, improve feedback loops, and guide curriculum responsiveness to social and professional needs.

Challenges:

- **Competing with un-equal players** like grant-in-aid colleges that offer nominal fee structures, along with self-financed institutions that benefit from stronger financial backing and established reputations, poses a significant challenge for ILSASS in attracting and retaining students—especially in an increasingly competitive higher education landscape.
- **Declining Demand for Arts and Humanities**: The demand for Arts and Humanities is gradually declining, leading to a reduction in admissions. Reversing this trend requires early engagement with school students through collaborative initiatives that showcase the relevance, career potential, and societal value of Humanities education.
- **Lack of Visibility Due to Aggressive Competitors:** Competing institutions

often leverage aggressive marketing strategies, capturing significant market share. There is an urgent need for the University to champion dedicated branding and outreach campaigns to promote the value, quality, and employability of Arts and Humanities programs across India.

- **Need for Complete Institutional Digitalization:** While some digital practices exist, comprehensive digitalization of institutional operations remains a challenge. A robust ERP system supported by the University is essential to streamline academic, administrative, and financial processes.

- **Limited Access to Global Exposure and Expert Training:** Due to financial and technical constraints, organizing global-level faculty development programs, expert-led workshops, and international student dialogues via ICT platforms (e.g., webinars, virtual classrooms) is still difficult. Strategic investment in infrastructure, knowledge resources and training is essential to align with the vision of 'Digital India.'

- **Low Research Engagement Among Faculty:** Although the curriculum balances teaching and research, motivating faculty to undertake minor/major research projects and offer consultancy services requires stronger support systems. Facilities like DELNET/INFLIBNET, access to indexed journals, industry collaborations, and a lighter teaching load are necessary to foster a research-driven culture.

- **Balancing Infrastructure with Affordable Fees:** ILSASS offers a wide range of academic programs, yet maintaining high-quality infrastructure at a reasonable fee point remains a persistent challenge, particularly with the rising expectations of students and parents.

- **Student Attendance and Inconsistent Enrolment:** Irregular attendance and fluctuating student intake, especially in undergraduate programs, create hurdles in maintaining academic continuity and planning.

- **Language Transition Barriers:** Transitioning students from vernacular mediums to English-medium instruction remains a pedagogical and psychological challenge, requiring innovative academic support and bridging strategies.

- **Faculty Retention and Recognition:** Retaining qualified, experienced teachers for extended periods is increasingly difficult. Faculty members with proven teaching excellence need recognition, through performance-based evaluations, fixed annual increments and incentives, adherence to UGC standards is necessary to ensure long-term engagement.

- **Teaching Workload Imbalance:** Heavy teaching workloads limit faculty involvement in research and innovation. Rationalizing workload to 20–22 hours per week would enable holistic academic contribution. The mindset that 'fewer

admissions warrant fewer teachers' needs to be reconsidered, as investing in faculty quality can, in fact, boost enrolment.

- **Centralized Placements for Diverse Programs:** Establishing an effective centralized placement mechanism that caters to Humanities and Arts programs alongside STEM fields remains a key institutional challenge requiring targeted strategy development.

ILSASS_ Institutional Development Plan 2023-2028

Focus Area	Planned Actions	Expected Outcome	Timeline

1. Curricular Aspects	✓ UG programmes (BA–JMC, PIR, ELL, Applied Economics, Applied Psychology, BSW–SE) to be introduced under NEP in AY 2023-24
	✓ Continue curriculum revision based on OBE principles
	- Introduce new courses on cross-cutting issues like value education, gender sensitization, AI in social sciences, digital literacy, environmental sustainability etc.
	✓ Incorporate interdisciplinary and skill-based electives aligned with SDGs and emerging trends.
	✓ To implement integrated PG Courses under NEP
	✓ Launch new industry-demand programs such as
	   o MA in Public Policy
	   o MA in History and Archaeology
	   o MA in Clinical Psychology
	   o MA in Digital Media Design
	   o MA in Advertising and PR
	   o Diploma in Creative Writing and Publishing
	   o Diploma in Academic Writing
	   o Diploma in Counselling
	   o Diploma in Photography etc.
		• NEP-aligned, future-ready curriculum
		• Enhanced student employability and interdisciplinary competence
		• Stronger academic-industry linkage through relevant course offerings
		• Attraction of diverse student profiles across India
			Rollout in Phases:
			
			2024–25: Curricular revision & course design
			
			2025–26: Introduction of few of pilot/new programs
			
			2026-27: Implement new programs under JMC umbrella with the simultaneously development of Media Studio.

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2. Faculty Development and Teaching Excellence.	✓ Organize **Faculty Development Programs (FDPs)**, refresher courses, and pedagogical workshops with **national/international experts** ✓ Promote faculty participation in **conferences, MOOCs, academic research and Ph.D. Guideship** ✓ Initiate a **Mentoring Framework** for junior faculty development and retention. ✓ Encourage pedagogical innovation through **ICT-enabled teaching**, **interdisciplinary approaches**, and **experiential learning** ✓ - Collaborate with the University to frame a **revised teaching workload policy** that balances academic, research, and administrative functions	• Increased faculty satisfaction and retention • Improved quality of teaching and student learning outcomes • Higher research output and visibility • Enhanced institutional preparedness for NAAC and NIRF • More time for curriculum innovation, mentoring, and consultancy	**2024–25**: Policy negotiation and mentoring framework **2025–26**: FDP rollouts and teaching load restructuring **2026–28**: Ongoing skill upgradation, teaching excellence and research growth
3. Research & Consultancy	✓ To- Strengthen the **Research Committee** at ILSASS ✓ To negotiate with the **University's Research and Development Cell** for enhanced research schemes, grants, and incentives for publications ✓ Promote **minor/major research projects** through UGC, ICSSR, CVMU funding. ✓ Subscribe to **DELNET, INFLIBNET**, and international databases ✓ Create **interdisciplinary research clusters** across	• -A robust and dynamic research culture at ILSASS • Greater faculty and student participation in research • Institutional visibility through publications and conferences	**2024–25**: Policy proposals to university **2024** - MoUs (Ongoing) **2025–26**: International Conference

Focus Area	Planned Actions	Expected Outcome	Timeline
	subject streams ✓ Collaborate with **CVMU** for **seed funding** and research incubation ✓ Sign more **MoUs** with research organizations for joint projects ✓ Organize an **International Conference in AY 2025–26** ✓ **Motivate more number of students** to present and publish research papers in journals, conferences, and competitions. ✓ Explore and initiate **consultancy services** in core subjects like **Psychology, Social Work, Journalism**, etc.	• Launch of consultancy and knowledge application services in subject-specific domains • Better preparedness for NAAC/NIRF indicators related to research and innovation	**2026-27:** Consultancy groundwork Ongoing subscriptions, projects, and publications, student research work – till 2028
4. Infrastructure and Learning Resources	✓ Complete infrastructure renovation: 6 to 7 new classrooms/ Learning Hubs, upgraded flooring, roofing, wiring, lighting, and power-efficient systems to be completed on priority. ✓ Install and operationalize around 10 more **smartboards** for ICT-enabled teaching ✓ Ensure CCTV surveillance across classrooms and campus for safety. ✓ Upgrade internet bandwidth and Wi-Fi across the college. ✓ Establish a University Level Counseling Centre	• Digitally advanced classrooms and subject labs • Safer, energy-efficient, and student-friendly campus • Strengthened access to knowledge resources and digital libraries • Improved academic delivery, blended	**2023–2028** • Renovation and classrooms extension– by February 2025. • Studio upgrade – By Aug 2025 • Library and Computer lab strengthening – 2025–2026

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	at ILSASS. ✓ Renovate and equip the **Media Studio** (JMC) with updated production tools and software. ✓ Enhance **Psychology Lab** and **Computer Lab** with subject-specific tools, more systems, and software ✓ Appoint a **full-time Librarian and Computer Faculty** to improve learning support services. ✓ Subscribe to academic resources like **DELNET, INFLIBNET**, and e-journals ✓ Improve **library infrastructure** – reading space, indexing, digital catalogue ✓ Create **barrier-free and inclusive infrastructure** for differently-abled students	learning, and experiential learning facilities • Increased student and faculty satisfaction with infrastructure	• ICT tools and digital upgradations – June 2-25 • CVMU Psychology Counselling Centre by 2026-27
5. Student Support and Progression	✓ **Formalize MoUs** with local, regional and national level **media houses, NGOs, industries, and social enterprises** for internships and collaborative learning ✓ Introduce **field-based learning projects** and service-learning modules within courses. ✓ To coordinate with university for a **centralized placement initiative** under CVM University, with tailored support for Humanities and Social Sciences. ✓ Conduct **career readiness programs** including	• Enhanced student employability, confidence, and industry readiness • -Greater practical and field exposure aligned with academic content • Stronger institutional reputation in student	**Rollout in Phases:** • MoUs & field learning-2024–25 • Placement support systems – 2025 • Career workshops & soft skills – 2024–2027 (Ongoing)

Focus Area	Planned Actions	Expected Outcome	Timeline
	resume writing, mock interviews, and workplace communication ✓ Launch structured **soft skill development modules** in collaboration with industry experts and alumni ✓ Strength **Placements and Career Guidance Cell** and explore **international internship / placement opportunities** through institutional partnerships	progression and placement metrics • Equitable placement support across all disciplines, including Humanities	
6. Alumni Support and Engagement	✓ Strengthen the **Alumni Association** through updated registration for CVMU, digital database management, and regular communication ✓ Showcase success stories of alumni on website and any other creative platforms. ✓ Organize **annual alumni meets** with academic and social themes ✓ Involve alumni as **resource persons** for career guidance, skill workshops, and guest lectures ✓ Create **mentorship opportunities** where alumni guide students on career choices, internships, and further studies. ✓ Explore alumni support in **fundraising, consultancy, infrastructure sponsorship, and placement assistance**	• Enhanced alumni-institution relationship and continuous engagement • Alumni contribution to student support, branding, and institutional development • Strengthened mentorship ecosystem for current students	**2024–2027** • Communication Process to initiate by 2024 • Alumni meets – Annual from 2024 • Mentorship & placement support – 2024 onwards.

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7. Enhancing the Visibility of the College	✓ Develop a **comprehensive branding and communication strategy** aligned with the unique identity of ILSASS as a premium English-medium Arts and Humanities institution ✓ Strengthen the **digital presence**: update college website, engage on social media, publish newsletters and blogs regularly ✓ Promote **faculty and student achievements**, research publications, internships, and event highlights across platforms ✓ Participate in **educational expos**, inter-college festivals, research forums, and university-level events ✓ Develop **video content**: college promotional videos, student/faculty testimonials, and course highlights ✓ Collaborate with **CVM University** for wider publicity and outreach campaigns ✓ Encourage **media coverage** for flagship events, like Encuesta, ILSASS-MUNs, conferences, alumni meets, and MoUs	• Improved public image and digital footprint • Increased student applications from diverse regions • Better engagement with academic and industry stakeholders • Enhanced institutional credibility during NAAC/ NIRF evaluation	**2023–2027** • Website revamp – 2023 onwards. Branding strategy and digital revamp – 2024–25 • Promotional content, videos, events at New ILSASS – 2025–2026 •National-level outreach and visibility – 2026–2027

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