



Strategic Plan

Deployment of Perspective Plan

The perspective plan for improving student strength at **Gurukul Mahila College** focuses on academic growth, outreach expansion, and community engagement. The college has already introduced new postgraduate courses to attract higher-level learners, launched 23 short-term certificate courses to promote skill-based learning, and started distance learning programmes to provide flexibility in education. To further strengthen these initiatives, the institution plans to acquire an **independent college bus service**, ensuring accessibility and safety for students from nearby areas. The development of **scholarship and fee-concession schemes** through alumni donors and CSR partnerships will help attract meritorious and economically weaker students. Additionally, collaborations with **Skill Development Missions** and government bodies are proposed to offer certified add-on courses in areas like digital literacy, entrepreneurship, and spoken English.

To enhance institutional visibility and outreach, the college has been hosting **Gurukuliya**m, conducting **annual parents' and alumni meets**, and maintaining **active social media groups** for communication and engagement. Moving forward, the plan emphasizes strengthening **tie-ups with local schools** beyond Arya Kanya through bridge sessions, career guidance talks, and "College Immersion Days." Enhanced **branding and outreach** efforts, including regular media coverage, student success stories, and a stronger presence on social media platforms like Instagram and YouTube, are envisioned. The college also aims to **build an active alumni mentorship network**, enabling alumni to guide current students in academics, career planning, and placements. Furthermore, organizing **career fairs and industry linkages** will connect students with recruiters, NGOs, and entrepreneurs, positioning Gurukul Mahila College not just as an educational institute but as a launchpad for future success. Finally, **counselling sessions for parents and students of Arya Kanya Schools** will be conducted to emphasize the continuity from school to college within the Gurukul ecosystem, thereby ensuring a sustained and strengthened student inflow.

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