



KSRM

COLLEGE OF ENGINEERING

(UGC - Autonomous)

Kadapa, Andhra Pradesh, India- 516 005

Approved by AICTE, New Delhi & Affiliated to JNTUA, Ananthapuramu.



STRATEGIC PLAN 2018-23

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PREAMBLE

Technical education is important for the Nation since it helps to develop technology, increase industrial production and employment that will improve quality of social life. Also knowledge is recognized as the main feature for economic growth and development of global economy, coupled with information and communication revolution. Technology impact created novel methods for classroom teaching and learning process. K.S.R.M College of Engineering is the premiere institute offering high quality professional education since four decades in the field of technical education.

K.S.R.M College of Engineering, has been set up to promote technological and professional education of high standards. With the help of dedicated and experienced faculty members and state-of-art campus with modern teaching and research facilities, the institution offers innovative, career-oriented under graduate and post graduate programs fulfilling the requirements of the industry and society at large.

The college owes its existence to the keen interest of Late Kandula Obul Reddy to develop technical education in Rayalaseema region of Andhra Pradesh. With a view of translating his noble ideal of imparting technical education into reality, in the year 1980 K.S.R.M. College of Engineering was established to perpetuate the memory of Late Sri. Kandula Srinivasa Reddy, youngest son of Late Sri Kandula Obul Reddy. The college was formally inaugurated on 14 November 1980 by Sri T. Anjaiah, the Chief Minister of Andhra Pradesh and it started functioning from the academic year 1980-81.

INSTITUTE VISION

To evolve as center of repute for providing quality academic programs amalgamated with creative learning and research excellence to produce graduates with leadership qualities, ethical and human values to serve the nation.

INSTITUTE MISSION

M1: To provide high quality education with enriched curriculum blended with impactful teaching-learning practices.

M2: To promote research, entrepreneurship and innovation through industry collaborations.

M3: To sensitize students on ethical and social values for promoting leadership skills and encourage them to explore solutions for the problems identified.

QUALITY POLICY

- Impart advanced knowledge in the students' chosen fields to make them quality Engineers.
- Provide quality environment and services to all stakeholders.
- Provide systems, resources and opportunities for continuous improvement.
- Maintaining global standards in education, training and Services.

CORE VALUES

1. Quality and continuous improvement

The College always strives for quality in all activities that it does. It also strive for continuous improvement in all areas, and will measure its progress with appropriate national standards.

2. Student learning and student development

The College is a student-centered institution. It strives to provide educational experiences of exceptional quality and campus life environment that stimulates healthy personal development.

3. Institutional integrity and community

The College strives to develop long-term relationships based on honesty, fairness and respect. It also further strive to provide a safe environment that supports freedom of inquiry, protects diversity and fosters a sense of wellbeing.

4. Institutional agility and entrepreneurship

The College strives to minimize bureaucracy, cost and institutional inertia in all forms. It will further strive to accept appropriate risks in pursuit of opportunity.

5. Stewardship and service

The College strives to provide responsible stewardship of all its resources while encouraging a spirit of service to society and a life style of philanthropy

OBJECTIVES

The institution has a well-defined strategic plan with the following objectives.

- Achieving Academic excellence through curriculum design by introducing trending courses.
- Industry Oriented Outcome Based Curriculum
- Promoting Research and development activities
- Establishment of Incubation center
- Strengthening of Infrastructure
- Strengthening of skill development activities
- Increasing Faculty Development Programs
- Developing sports and cultural facilities
- Enhancing employability by Training and Placement Cell activities.
- Increasing library learning resources
- Implementing Go Green Initiatives
- Solar power generation
- Improving Alumni relations
- Encouraging Entrepreneurship
- Wi-fienabled campus
- Enhance the Industry Institute Interactions
- Increasing of MoUs with globally reputed institutions and organizations
- Encouraging the faculty and staff with welfare measures.

Strength, Weakness, Opportunity and Challenges (SWOC)

Strengths

1. The college has well defined organization structure with statutory Bodies, cells and committees for translation of the college strategy.
2. Highly qualified and experienced faculty.
3. The college owes good research climate with a Research Policy.
4. The college ensures an inclusive workplace by fostering a community spirit at work
5. Eco-friendly campus
6. Effective teaching learning process by adopting ICT tools
7. Constant encouragement of faculty for pursuing Ph.D., research, advancement of qualification etc.
8. Continuous mentoring and monitoring of students
9. Training and Grooming of students to make them industry ready and enhancing their employability skills by imparting technical training, Soft skill and communication skills classes etc.
10. Good faculty retention ratio.
11. NPTEL Local Chapter to offer students MOOC courses.
12. Strong Alumni base.

Weaknesses

1. The perception of the region as being remote persists and this has impeded attracting faculty and students from other states in the country.
2. Patent publications need to be improved.
3. International and National Collaboration activities to be done.
4. Quality publications need to be improved
5. Institute is lagging in Sponsored projects

Opportunities

1. The Alumni network of KSRM spread in various countries over 40 years and is a valuable resource enabling the college in its networking and brand initiatives.
2. The college has the unique opportunity of contributing effectively to the development of the region through research, development and extension activities.
3. The college campus sustainability at the core of its operations, through ecofriendly research and development initiatives for piloting sustainability solutions and extension work in the neighboring villages.
4. The college provides the students experience in planning and executing participatory development projects.
5. The college also has a Memorandum of Understanding with various industries and reputed institutions.
6. The college encourages the participation of the students in national level workshops.

Challenges

1. As a private college there are challenges to acquire funding in comparison to Central and State Government institutions. Though the college has 2f and 12B status the funding by the UGC is mostly restricted to government institutions.
2. The perception that one can avail of better quality education outside the State persists inspite of many such student sending up in substandard institutions paying exorbitant fees.
3. The current stagnation in the job market has depressed placement opportunities for students. However, the Entrepreneurship Development and Incubation Centre continue to network with potential employers for recruitment opportunities and schemes for incubation of business ideas.

Institutional Strategic Plan

The passionate team of KSRMCE after several discussions and planning and guided by the Mission and Vision of the institute's Quality Policy, Core Values, Stake holder's expectations, and SWOC analysis framed the Institutions's strategic Goals.

Institution Strategic Goals:

- To follow an effective teaching-learning process
- To become one of the best institutions offering technical education with the current Industry and societal needs.
- Developing and following leadership and participative management
- Establishing a continuous Internal Quality Assurance System
- Providing good governance.
- Ensuring student's development and participation
- Ensuring staff development & welfare
- Emphasize Institute–Industry interaction and partnership
- Developing financial management
- To inculcate innovative and startup culture
- To promote an entrepreneurial climate on the campus
- Encouraging research and development work
- Increasing Alumni Interaction & participation and Outreach activities
- Engagement in Community Services and Activities

The Components of strategic plan and their deployment is summarized in Table 10.1.2.1:

Table 10.1.2.1 Components of Strategic Plan and their deployment

Strategic Plan	Attainment Status/ Deployment
<p>Teaching Learning Process (i) Revision of curriculum and syllabus as per the industry needs. (ii) To adopt innovative teaching aids.</p>	<p>(i) The curriculum and syllabus were revised under R18 UG, R18 PG, R20 UG and R22 PG regulations. (ii) The faculty members engage classes using ICT facilities and PowerPoint presentations for a better understanding of subjects.</p>

<p>(iii) To encourage students with self-learning and e-learning.</p> <p>(iv) To encourage the students to familiar with virtual labs.</p> <p>(vi) Project-based learning</p> <p>(vii) To offer interdisciplinary courses.</p> <p>(viii) Assessment and Evaluation of courses.</p>	<p>(iii) The flexibility is given to the students to study professional elective courses and open elective courses through the MOOC platform.</p> <p>(iv) The students are completing 20% of experiments using virtual labs in every semester.</p> <p>(vi) Students are encouraged in project-based learning. More attention is given to interdisciplinary projects.</p> <p>(vii) The institute encourages the students to pursue Interdisciplinary courses as part of National Educational Policy 2020 (NEP-2020). The students will have a choice to choose any courses from the list of courses offered by the Engineering and Humanities departments as open elective courses.</p> <p>(viii) CRC and DRC are conducted for the continual improvement of the curriculum</p>
<p>2. Infrastructure Development</p> <p>(i) To equip all classrooms and laboratories with LCD projectors and smart boards in seminar halls</p> <p>(ii) To upgrade the existing internet bandwidth from 100 Mbps to 1 Gbps</p> <p>(iii) To provide wifi internet facility to all the department blocks and hostels</p> <p>(iv) To establish the center of excellence in each department.</p> <p>(v) To establish patent cell and incubation centers.</p>	<p>(i) 60% of the classrooms & labs equipped with LCD projectors and all the seminar halls equipped with LCD projectors and public addressing system.</p> <p>(ii) Internet bandwidth is increased from 100 Mbps to 500 Mbps.</p> <p>(iii) Wifi internet facility is provided in the entire campus including hostels.</p> <p>(iv) R & D center is established to facilitate research for all departments.</p> <p>(v) Incubation center (MSME-BIC) and patent cell (IPR cell) are established</p>

<p>(vi) To construct an indoor stadium for indoor games.</p>	<p>(vi) The indoor stadium is constructed on the campus and is ready for use.</p>
<p>Strengthening the faculty</p> <p>(i) To ensure academic and research ambiance on the campus with 50% of the faculty having Ph.D. qualifications.</p> <p>(ii) Faculty participation in FDP/workshops to update their knowledge with current technological changes.</p> <p>(iii) To encourage the faculty to publish papers in reputed journals and conferences.</p> <p>(iv) To motivate the faculty towards self-learning through MOOC platforms (NPTEL, Coursera, etc.)</p> <p>(v) Faculty participation in faculty exchange programs.</p>	<p>(i) 30% of the faculty are with Ph.D. qualifications.</p> <p>(ii) More than 50% of faculty attended FDP/workshops to enhance their knowledge.</p> <p>(iii) 60% of the faculty published papers in indexed journals and reputed conferences.</p> <p>(iv) As part of continual education, the college is achieved more than 300 NPTEL certifications by the faculty members.</p> <p>(v) Senior faculty members of each department are actively participating in faculty exchange programs.</p>
<p>4. Research and Development Cell</p> <p>(i) To get recognized as research centers by the University.</p> <p>(ii) To develop infrastructure for in-house R&D and training purposes.</p> <p>(iii) To apply for atleast 100 patents and to ensure that 10% of the filed patents are granted.</p> <p>(iv) To enhance the MoUs with premier institutions and research organizations.</p> <p>(v) Research papers publications in reputed journals and to attain an institutional h-index of 30 atleast.</p>	<p>(i) In pursuance of the strategic plan, KSRMCE established research centers in the departments of ECE, CSE, ME, and CE, which are recognized by JNTUA, Ananthapuramu.</p> <p>(ii) The college is equipped with a 3D experiential Dassault lab, NI lab view, Cadence VLSI Tool, and API lab for in-house R&D and training purposes.</p> <p>(iii) More than 70 patents were published and 8 patents were granted.</p> <p>(iv) KSRMCE had signed 45 MOUs with industries, universities, and Research organizations for technology transfer and knowledge sharing.</p> <p>(v) Around 350 research papers were published in indexed journals and KSRMCE attained an h-index of 15.</p>

<p>5. Student Support Activities</p> <p>(i) To conduct 400 technical events constituting seminars, workshops, and certification courses</p> <p>(ii) Student participation in Project Expos and Hackathons have to be increased.</p> <p>(iii) Student registration for internships</p> <p>(iv) Student's registrations and certifications in MOOC courses (NPTEL certifications)</p> <p>(v) Participation of students in sports and cultural events at the state and national levels.</p>	<p>(i) More than 300 activities were conducted to improve the skills of the students.</p> <p>(ii) Students are participating in Project Expos, and Hackthons actively every year.</p> <p>(iii) Internships are made mandatory as per the R18UG and R20UG regulations.</p> <p>(iv) Around 800 students successfully got certifications in MOOC courses (NPTEL, Coursera, etc).</p> <p>(v) More than 300 students participated in sports and cultural competitions at State and National Level.</p>
<p>6. Student Career Development</p> <p>(i) To ensure more than 90% placements for all eligible students.</p> <p>(ii) Arranging pre-placement training and conducting mock tests.</p> <p>(iii) To conduct awareness programs on abroad education</p>	<p>(i) 80% to 90% of eligible students were placed.</p> <p>(ii) Pre-placement training and mock tests are being conducted regularly.</p> <p>(iii) Awareness programs on abroad education are conducted frequently.</p>
<p>7. Social Engagement and Community service</p> <p>(i) Encouraging students to participate in social activities.</p> <p>(ii) Students visit surrounding villages for awareness programs on various government schemes.</p> <p>(iv) visits to government schools, old age, and orphanage homes.</p>	<p>(i) NSS unit regularly conducts Blood donation camps, Medical camps, etc., with the help of local organizations.</p> <p>(ii) Under Unnat Bharath Abhiyan Program, the students are visiting surrounding villages and create awareness of various schemes. Community Service Projects are made mandatory as per the academics.</p> <p>(iv) NSS unit arranged visits to old age and orphanage homes to help needy people.</p>

(v) scouts and guides	(v) The college registered with Hindustan scouts and guides and conducted various events like Fit India Walk, International Yoga Day, etc.
8. Entrepreneurship and Incubation (i) Strengthening ED cell activities by arranging guest lectures by industrialists (ii) visits to industries (iii) Establishment of Incubation Centre (iv) Encourage students and faculty to take up projects in the incubation center	(i)The ED cell conducts regular Entrepreneurship Awareness programs and also arranges guest lectures with eminent industrialists. (ii) The ED Cell arranged industrial visits to the students. (iii) Incubation center is established in the institution. (iv) The students under the guidance of faculty are involved in start up projects.

Strategic Plan Implementation and Monitoring

After approval of the Strategic development plan, the next step is its implementation. During implementation, the progress of the strategic plan is measured from time to time. The Principal along with members of Governing Body, HoDs, and other team members will look after the implementation of the strategic plan and its deployment.

Implementation at Institute Level

The implementation of various components of the strategic plan is shown in Table 10.1.2.2.

Table 10.1.2.2. Implementation of various components of the strategic plan

Governance&Administration	Chairman & Members of GB, Administration Office
StatutoryCompliance	Principal, HODs, Committee Coordinators
Infrastructure(physical)	GB, Secretary Trustee Board
Infrastructure(Academics)	Principal, HODs
Teaching-Learning	Principal, HODs, Faculty, Dean Academics
Research&Development	Principal, HODs, Dean Research & Development
StudentsDevelopment	Principal,HODs, Dean Student Affairs
DepartmentalActivities	HODsandFaculty
Training&Placement	Principal, TPO&HODs
QualityAssurance	IQAC team

Monitoring of strategic plan

The implementation of the strategic plan is monitored regularly by Dean IQAC through periodic review. The Coordinator of various committees and HODs will prepare a detailed progress report and present it in the review meetings. The benchmarking of quality standards and its monitoring, and evaluation of attainment is carried out by the IQAC independently. The IQAC reports the findings to the Principal. With a thorough analysis of outcomes and based on the IQAC report, the above will recommend the corrective actions, the need for further processes, and the deployment of resources. All these reports will be forwarded for further discussions and implementation by the Board of Trustees.

Conclusion

The SPDD preparation is an effort for paving a pathway towards the accomplishment of goals KSRMCE's dreams to achieve. Just formulating the strategic plan doesn't ensure success, but it provides a guiding framework which is a collective effort delivered by the process of participative brain storming of stakeholders. The proper implementation of strategies through teamwork with good spirit leads to success and sustainability over a longer time through a dynamic process. It needs continuous evolution to incorporate the lessons learnt during the implementation and emphasizes the role of IQAC in ensuring the quality of implementation.