
Strategic Planning And Deployment Document

(2018-2023)





Message

K.S.R.M College of Engineering, a non-profit making trust 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-the-art campus with modern teaching and research facilities, the institution offers innovative, career-oriented under graduate and post graduate programs matching 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 to translating his noble ideal of imparting technical education into reality, a Technical Training Institute at Vempalli, Kadapa District was started in 1979 under the aegis of Sri Kandula Obul Reddy charities. It is in the year 1980 that K.S.R.M. College of Engineering was established to perpetuate the memory of Late Sri. Srinivasa Reddy, youngest son of Late Sri Obul Reddy. Sri Srinivasa Reddy, a brilliant student of III year Mechanical Engineering at Delhi College of Engineering, New Delhi, met with his untimely death in a scooter accident on 18th Oct, 1979. 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.

The enthusiastic faculty members under the leadership of Principal, HOD's brought out the best possible detailed strategies and its deployment plan. I am confident that this team will implement the strategic plan in its total spirit.

I congratulate the Principal, HODs, Faculty members, staffs and students and extend my best wishes for their future journey towards placing the institute to a new height.

Managing Trustee

Preface

For an organization, strategic planning is very essential to accomplish the Vision and Mission, which it dreams of. Strategic planning is a continuous process with a specific focus on accomplishing institutional goals in this competitive world. Strategic Planning and deployment document (SPDD) is based on analysis of current obstacles and future opportunities and envisages the direction towards which the organization should move to achieve its set goals and objectives.

The first part of it addresses the vision, mission which the institute dreams along with core values, institutional long term & short term goals. These are defined and guided by the stake holders (management, leadership, HODs, faculty, staff, industry, students, alumni and parents) through SWOC analysis. After analyzing the internal and external environment, the institutional goals were set up in all possible growth domains through continuous thought process and discussion with HODs and faculty members. The strategies with action plans were decided to achieve institutional strategic goals.

While formulating the strategic plan and deployment document, care has been taken to involve all stakeholders to help contribute their part which is vital for the success of every organization. Effort has been taken to identify clearly the implementation processes and monitoring by identifying measurable targets in line with the desired outcomes. This will emerge to be the guiding force for K.S.R.M College of Engineering to achieve its goal to become an institution of Academic Excellence and providing professional by skilled young Engineers and Managers to the society.

Vision

To be an internationally renowned centre for excellence in technical and management education with value-driven quality standards and to contribute our might in realizing India's dream of becoming economic super power.

Mission

To impart quality education in engineering, technology and management at undergraduate and post-graduate levels, aiming to achieve the status of best engineering college, thereby cherish the dreams of the founder chairman and the aspirations of the student's community in the region to become world class professionals and technocrats.

Core Values

1. *Quality and continuous improvement*

The College will strive for quality in all activities that it does. It will 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 will strive to provide educational experiences of exceptional quality and campus life environment that stimulates healthy personal development.

3. *Institutional integrity and community*

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

4. *Institutional agility and entrepreneurship*

The College will strive 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 will strive to provide responsible stewardship of all its resources while encouraging a spirit of service to society and a lifestyle of philanthropy

SWOC Analysis

Strengths

1. The college has a defined organization structure with statutory Bodies, cells and committees for translation of the college strategy.
2. 17% of total faculty is PhD and 21% of its faculty strength are pursuing PhD.
3. The college has processes critical for the operation and administration of the college to ensure accuracy, efficiency and results.
4. There are linkages with institutions/industries for internship, on-the-job training, project work, sharing of research facilities; 20 MoU s with institutions of national, importance and other colleges, industries, corporate houses.
5. A Comprehensive Care System for Students is integral for inculcation of human values, peaceful living in a multicultural society and preparation to be good citizens of our country and the world community.
6. The college has fostered a vibrant research climate with a Research Policy including an incentive for Professional Development Allowance Fund.
7. Workshops, conferences, departmental organized internships, seminars, symposia and colloquia are interspersed through the year
8. Social involvement instinctively drives faculty and students of the college to respond to social issues in the society.
9. The college ensures an inclusive workplace by fostering a community spirit at work
10. Eco-friendly and amicable ambience for working
11. Beyond the syllabus curriculum to make the students ready for the present global scenario
12. Constant encouragement of faculty for pursuing Ph.D., research, advancement of qualification etc.
13. Constant mentoring, monitoring, and a strong feedback system of students
14. Training and Grooming of students to make them industry ready and enhancing their Employability skills by imparting technical training, Soft skill, GD & Aptitude classes etc.
15. Focus on building entrepreneurship development Cell
16. Good faculty retention due to peaceful work environment
17. Academic achievements of student in University examination and other platforms
18. Achievements in placement by students in various reputed organizations and reputed companies
19. NPTEL Local Chapter to offer students moocs program

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20. Strong Alumni base that helps for the job generation and referral drive of junior students. They also appraise the college about any known students still jobless, who are given opportunity for new jobs through job fair.

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. However, the college has improved its overall faculty representation from other states in recent years and currently around 5% of regular faculty members are from other states.
2. The college is dependent on the income from tuition fees and struggles to build adequate reserves. However, the college growth has been carefully calibrated to the funds available, ensuring a sustained momentum while ensuring a prudent use of the available resources. This weakness has been mitigated by a robust fund-raising campaign over the years to meet the capital expenditures of the college.
3. Patent registration need to be done.
4. International and National Collaboration activities to be done.
5. There is scarcity of well qualified i.e. Ph.D. and senior professors mainly in core engineering fields. However, there is continuous effort made by the management to recruit senior level faculty members from reputed institutions.

Opportunities

1. The Alumni network of KSRM spread in various countries over 37 years and is a valuable resource enabling the college in its networking and branding 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.
6. There is limited exposure opportunities for students in the **Rayalaseema** region. However, collaborations with industries such as TCS, IBM, Amazon, Infosys and other premier employers of the country for summer training/internships have led to placement opportunities.
7. The college encourages the participation of the students in national level workshops.

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8. Preparing students in Soft Skill, Aptitude, GD, GATE, MAT etc examinations.
 9. Enrollment of Students in Internship programs in different renowned corporate houses & industries.

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 in spite of many such students ending 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.
4. Though the attrition rate of the college among staff is relatively low between 2% -5%, the aspiration to work in government Institutions prevails overall.

Strategic Goals

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

Institution Strategic Goals:

- To follow effective teaching learning process
- To become one of the best institutions offering technical education to suit the current 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
- Put emphasize on Institute – Industry interaction and partnership
- Developing financial management
- Development of entrepreneurship
- Encouraging research and development work
- Increasing Alumni Interaction and participation and Outreach activities
- Engagement in Community Services and Activities

Strategic Planning (2018-2023)

<p>Teaching learning process</p>	<ul style="list-style-type: none"> ● Academic planning and preparation of Academic Calendar ● Development of teaching plan as per OBE ● Preparation of Lesson Plan based on CO & PO mapping ● Use of more teaching aids and adopt more ICT ● Development of e- learning resources ● Promote research culture & facilities ● Provide mentoring and personal support ● Follow a transparent and fair feedback system ● Conduct training based on need analysis ● Continuous assessment to measure outcomes
<p>Becoming one of the best institutes in technical education</p>	<ul style="list-style-type: none"> ● Frequent reviews and updates to the structure of the courses to suit current industry needs. ● Motivating and developing the faculty to be high caliber engineering professional teachers. ● Continuously update the standards and methodologies to cater to the national and international accreditation processes for all the programs of the institute.
<p>Leadership and participative management</p>	<ul style="list-style-type: none"> ● To follow reporting structure ● Decentralize the academic, administration and student related authorities & responsibilities ● Prescribe duties, responsibilities and accountability ● Portfolio assignments ● Establishment of functional committees
<p>Internal Quality Assurance System</p>	<ul style="list-style-type: none"> ● Establishment of IQAC duties ● Framing of Quality Policy & publishing regularly ● Formation of Quality Monitoring Committee & functioning ● Educating & Training of all employees ● Periodic check & guidance for quality improvement ● Establishment of audit team and process ● Audit for remedial measures ● Promoting best practices ● Annual report preparation & submission

Good governance	<ul style="list-style-type: none"> • Vision, Mission development & their articulation in every key position • Inclusion of industrialists & academicians in the GB • Evaluation of Institute's performance and benchmarking • Institutional strategic goals setting • Institutional Strategic development plan • Monitoring and Implementing the Quality Management Systems • Following organization structure • Smooth Working of statutory committees • Establishing E governance • Leadership development through decentralization • Establishing internal audit committee • Code of conduct and policy formulation, approval and implementation • Establishing fair and transparent performance appraisal System
Student's development and participation	<ul style="list-style-type: none"> • Budget allocation for student development programmes and activities • Students Trainings & Placement Activities • Formation of student council • Student's representation in various committee and cell • Participation in competitions • Rewards & recognitions of achievers • Participation in extracurricular activities • Participating in social and welfare activities
Staff development & welfare	<ul style="list-style-type: none"> • Recruitment Policy formation & implementation • Staff performance evaluation system • Staff Training for quality improvement • Best possible work facilities & infrastructure facilities • Code of conduct, service rules & leave rules • Staff welfare policy implementation • Career advancement schemes • Rewards, recognitions and incentives • Deputation for seminars, conferences and workshops etc. • Sponsorship/ Motivation for qualification improvement • Support for research, consultancy, innovations

Financial management	<ul style="list-style-type: none"> • Framing & implementation of Purchase and Financial policies • Department wise Budget planning and allocation • Forecasting income & expenditure • Effective functioning of purchase committee • Plans for Emergency Fund • Budget formulation & approval through Finance Committee • Periodic Audit
Institute – Industry Interaction	<ul style="list-style-type: none"> • Formation of industry institute interaction cell • MoUs with industries • Support for internships, visits, trainings, guest lectures • Identifications of industry needs and advice on Curriculum for extra courses apart from curriculum. • Providing opportunities for Industry based/sponsored projects • Providing career guidance • Strengthen training & placement • Establishing innovation centres
Entrepreneurship	<ul style="list-style-type: none"> • Establishment of Entrepreneurship Development Cell • Effective functioning of entrepreneurship development Cell • MoUs with organizations for entrepreneurship development Providing training & guidance for entrepreneurship development • Bringing more experts of the field for seminar, lecture, workshop for entrepreneurship development • Establishing incubation centers • Promoting ,sponsoring and facilitating entrepreneurship development
Research and innovation	<ul style="list-style-type: none"> • Dedicated R &D facilitation centre • Establish and develop Laboratories with more research facility • Fund generation through Project proposals • Apply for Government/Non Government industry, sponsored funds • Collaborations with Government & Private Institutes, Universities and Research Organizations • Applying for patent

Alumni Interaction	<ul style="list-style-type: none"> • Formation of Alumni association, participation and registration • Data base creation, Regular interactions with alumni and networking • Recognition of successful alumni • Leverage for guest lecturers/internships/placements/training/entrepreneurship • Exploring Contributions • Brand ambassadors • Sponsorships/scholarships/fund generation
Community Services and Outreach Activities	<ul style="list-style-type: none"> • Budget from institution resources/Faculty/students/other donors • Identify community and social development work • Identify challenges of society for development work • Provide vocational training /job oriented training as per local needs at the institute • Educational support to village people • Conducting awareness camps

Strategy Implementation and Monitoring

After approval of Strategic development plan the next step is its implementation. During implementation the progress of strategy shall be measured from time to time. The Principal along with Academic Council and other team members will look after the implementation of strategic plan and its deployment.

Implementation at Institute Level

Governance & Administration	Chairman & Members of GB, Administration Office
Branding /Expansion	GB members, Local Management Committee, PRO
Students Admissions	Principal, HODs, Admission team, Students section
Statutory Compliance	Principal, HODs, Coordinators
Infrastructure (physical)	GB, Secretary Trustee Board
Infrastructure (Academics)	Principal, HODs
Teaching- Learning	Principal, HODs, Faculty and Staff
Research& Development	Principal, HODs
Students Development	Principal, HODs
Departmental Activities	HODs and Faculty
Training &Placement	Principal, TPO & HODs
Quality Assurance	IQAC team

Monitoring of strategic plan

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

Conclusion

The SPDD is an effort for paving a pathway towards accomplishment of goals KSRMCE 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 brainstorming 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.