

Email: principal@gvrs.ac.in
gvrs_cet@yahoo.com
Website : www.gvrs.ac.in

Phone : +91 9440263993
Mobile : +91 6305893114



GVR&S COLLEGE OF ENGINEERING & TECHNOLOGY

(Approved by AICTE, New Delhi & Affiliated to JNTUK Kakinada, Govt. of A.P. SBTET)

(Accredited by NAAC | ISO Certified Institution)

(Promoted by SGVRS Educational Society)

(Ganginenipuram, Near Budampadu, Etukuru (P.O), Guntur - 522017, Andhra Pradesh)

Strategic Plan (2024-2029)

JULY2024

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Strategic Plan of the GVR&S College of Engineering and Technology

Institution strategic goals formed the main theme for arriving at strategies, sub strategies and road to accomplish them. Each Strategy was deliberated and sub-strategies were arrived towards implementation plan. Implementation plan worked out all details such as budget, resources needed and leaders responsible to implement with time lines. This implementation is separately maintained by the head of the institution.

Departments play a pivotal for the institution; hence each department worked out on their vision, mission and short, mid & long-term goals. The implementation plan for the departments also reflected all details such as budget, resources needed as well as leader responsible with time lines. HODs form the core team for implementing departmental goals under the guidance of Dean/Principal.

Strategic Development Plan emphasizes on evaluation measures, monitoring team along with deviation steps if any over a period of time. The evaluative components for each stake holders are clearly spelt out along with periodicity of performance evaluation reviews.

The final draft document was discussed with Governing Body and after its detailed review; the suggestions were incorporated towards its effective implementation. This comprehensive plan forms the guiding plan for the years 2024-2029.

Vision of the Institution

To emerge as a “Centre for excellence” offering Technical Education and Research Opportunities of very high standards to students, develop the total personality of the individual, and instill high levels of discipline and strive to set global standards, making our students technologically superior and ethically strong, who in turn shall contribute to the advancement of society.

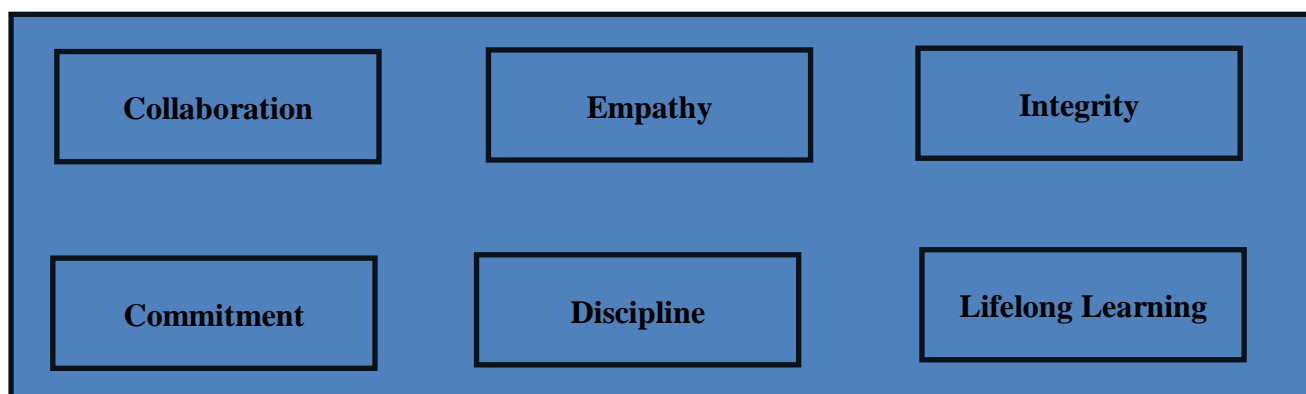
Mission of the Institution

To transform the rural learners into exceptional technocrats to meet the challenges in an ever-changing global scenario, by imparting high quality outcome based technical education.

Quality Policy of the Institution

GVR&S CET To provide world class infrastructure, equipment & well qualified faculty for all round growth of the students including their competence and overall personality meeting ever growing expectations of society

Core Values



Accreditations

The college was duly accredited by NAAC for the period of five years (First Cycle) with B grade.

1.1ProfileofGVR&S CET

GVR&S(Gangineni Venkateswara Rao & Sailaja) College of Engineering and Technology was established in the year 2007 under the aegis of educational society whose members have had consummate experience in the field of education. **GVR&S**(Gangineni Venkateswara Rao & Sailaja)-CET has completed 16-Years – with a deep sense of satisfaction and pride over its contributions, achievements and recognition received. At **GVR&S**(Gangineni Venkateswara Rao & Sailaja) College of Engineering and Technology we believe in “Fuelling the quest for knowledge”. In doing so, our commitments are in ensuring individual professional success which culminates in benefiting the society.

Creating a vast state-of- the-art academic infrastructure, putting together best of teaching talent, equipping with every required learning aid ensures that students at **GVR&S**(Gangineni Venkateswara Rao & Sailaja) get the best in academics. Sporting, cultural and extra-curricular facilities are put in place in order so that the students enjoy their campus life. We are truly emerging as the nurturing ground for leadership. It is becoming synonymous with practical, industry-focused education and is attracting students from across the globe. The fact that we are today a familiar face in the industry is a demonstration of its total commitment to excellence in academics.

GVR&S COLLEGE OF ENGINEERING & TECHNOLOGY

Sponsored by : SGVRS Educational Society

Year of Establishment : 2007

Approved By : AICTE, New Delhi

Affiliated to : JNTUK-Kakinada

Courses Offered:

UNDER GRADUATE

B.TECH	EEE	-	30
	MECH	-	30
	ECE	-	60
	CSE	-	120
	CSE(AI&ML)	-	60
	AI&DS	-	60

POST GRADUATE

M.TECH	PS	-	18
	CAD/CAM	-	18
	VLSI&ES	-	18
	CSE	-	24
MBA		-	120

Quality Initiatives IQAC

- Going for NBA Accreditation and NAAC Reassessment
- Planning of NIRF and ARIIA participation
- Academic Administration Audit Planning
- Training Program for Faculty members
- E-Resource Development
- Outcome Based Policy-
- Webinar Series
- Structured Committee Activities

1.2 Why Strategic Plan?



During the past decade, engineering and management education has undergone immense changes. While the demand for excellent quality education has increased steadily, the number of technical institutes students and faculty. It is essential in this dynamic environment to determine the strategic objectives and quantifiable targets, measuring the performances of the predetermined indicators, and monitor & evaluate the strategic plan. It is a participative approach that enables the institute to prioritize the resources in accordance with the objectives mentioned in the strategic plan.

Strategic planning process was conceived as an IQAC initiative. The IQAC, with the inputs of principal, heads of departments, section in charges and senior faculty members developed the strategic plan. The plan is aligned with the institute's vision, mission, and goals and capable of guiding strategic decisions and action plans.

Strategic plan is an important tool for a college to manage itself effectively because it:

- Provides a framework for effectiveness and sense of direction
- Outlines the goals and measurable targets
- is useful for guiding day-to-day actions
- helps in evaluating progress and changing approaches when moving forward

It is an iterative process at both the stages, i.e., while framing and when implementing as well, as shown in Figure 1.



Figure1.Strategic Plan Cycle

The plan is developed to establish deep roots that provide firm foundation for the constant up-gradation of the institution, as well as to energize the drive of experimentation and innovation, keeping the focus on Institution vision and mission. The strategic plan sets out a framework of priorities for the Institution.

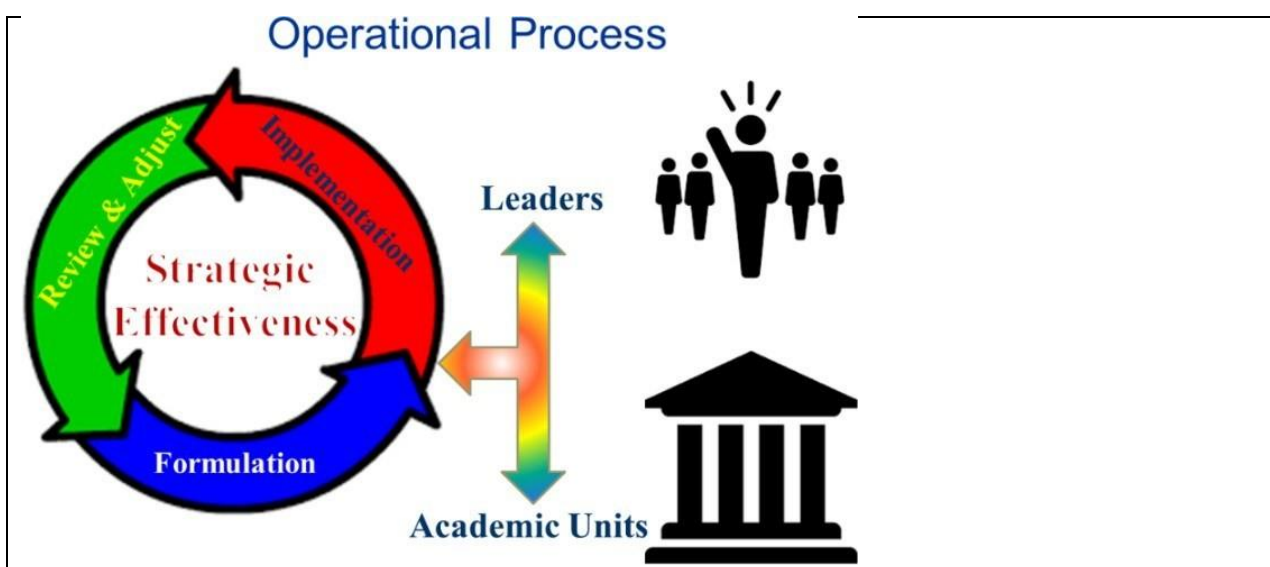


Figure1.2:The Effective Strategic Plan Process

The first step in the implementation process is the evaluation of the strategic plan. The plan must be reviewed carefully, and any elements of the plan that might be especially challenging must be highlighted, e.g., any part of the plan that might be unrealistic or excessive in cost, either in terms of time or money.

Deployment of teams, with assigned team leaders, is necessary to implement the plan. Monitoring of progress with a close watch on the collective efforts and timelines will lead the team towards the accomplishments. At the same time, fine-tuning maybe applied to the strategy, if required.

Stakeholders' Expectations

Management	Global Brand
	Sustainability
	Good Governance
	University Status
	Social Responsibility
Leadership Team	GVR&S CET ranking with intop college in India
	GVR&S CET ranking with intop college in Andhra Pradesh
	Competent Faculty
	Internal Revenue growth for sustainability
	Industry oriented/continuing education programs
	Benchmarking through Accreditation of programs and institution
	Creation of Centers of excellence
Faculty & Staff	Good academic & working ambience
	Career growth, Research facilities & incentives
	Academic independence with accountability
	Transparency and uniform processes
Students	Good academic & research ambience
	Support for co-curricular & Extracurricular activities
	State of the art infrastructure
	Experiential learning & Opportunity for talent exposure
	International learning at affordable cost
	Quality Placement, career guidance and entrepreneurial opportunities
Parents	Branding
	Quality teaching-learning
	Disciplined students
	Good placements
Industry	Industry ready professionals with proper attitude
	Strong fundamentals
	Strong Industry-Institution interaction
	Collaborative research, consultancy
	Brand and accreditations of the institute
Society & Others	Graduates with Moral, Ethical and Responsible citizenship
	Social service activities by the institution
	Skill development for needy
	Resource center for other institutions Consultancy and Continuing education Programs

1.3 Environmental Assessment and Analysis



Economic Factors are analyzed, GDP is at 7.7 % for 2020-2021, with new government in place, GDP is likely to grow to more than 12%. Huge opportunities may come up in terms of placement, Higher Education, research and innovation. This will have positive impact for the institutes providing quality education and research.

Social Factors were analyzed and the parent community and society are encouraging their wards and looking for placements but not on real education which will enhance knowledge. This trend may pose grave dangers in the years to come. Placement should be one of the goals in students mind but not the only goal, this trend will bring down the curtains on innovation and entrepreneurship.

Technological Factors were discussed and the extensive use of technology in teaching-learning need to be a key enabler in higher education. Emerging technologies and need for training faculty to face these challenges. E-learning/online learning/online examination may replace traditional class room teaching-learning practice. The faculty need to change their pedagogical skills to match these challenges.

Political Factors at the state & center are not favoring faculty in research facilitation for those working in private institutions. Also, there is no clarity on admission policy and fee structure from government which could be a challenge. Higher education is getting a big priority from political decision making. National Skill Development is the need of the hour and funding with a specific focus on building skill inventory needs to be strategically planned.

Regulatory Factors are of concern as GVR&S CET though being non autonomous is plagued by several unscheduled inspections, the slow pace of Accreditation is also a worrying factor though GVR&S CET is the most preferred institute to pursue technical education.

Entering of Foreign Universities may pose a great challenge in the years to come in the form of competition. No immediate challenges seen for GVR&S CET. However, faculty retention and need to look into curriculum reforms to keep pace with flexible system of foreign universities needs an immediate looking in.

Market /Competition Factors are posing some challenges as many Deemed /Private state universities- Industry lead universities are getting started in many states. Infrastructure and funding may not be a differentiator any more. Quality teaching, research, ambience and placements could be critical factors. There needs to be a serious thought on incentives for performers for this a consensus has to be arrived at. An internal IQAC will take care with external experts.

1.4 Competitive Analysis and Benchmarking

Benchmarking

It is the continuous action of comparing a process, a product or a service with a similar activity, known as being the best in that field, with the purpose of establishing ambitious but real improvement objectives and actions so as to become and keep the number one position. Among the best with in areas on able period of time.



We did a bench marking exercise with regards JNTUK Kakinada, faculty-student ratio; research outcome; and rankings. This exercise provided us insights into our strengths and weaknesses.

1.5 SWOC Analysis

The more commonly used practice in strategic planning is to do SWOT analysis. However, for the educational institutions, threat is to be considered as challenge, and hence SWOC analysis stands for: Strengths, Weaknesses, Opportunities and Challenges. It is a simple analysis system designed to check the strategic position of a particular university in its field of operation, and because of its methodological simplicity.

Institutional Strength

- Committed and strives for the right cause of education i.e. knowledge with character.
- Continuous development in infrastructure facilities for meeting the quality policy of the college.
- Involves all the stakeholders in the administration.
- Increasing the connectivity of the college to a greater number of places by extending and identifying the routes.
- Ensuring a better scope for personality development of the students with the amenities required for and beyond academics.
- Committed and qualified staff.
- Uncompromised Institute Social Responsibility (ISR) activities.
- Placements
- Modern laboratories like the Big Data Analytics Lab

Institutional Weakness

- Unable to make the stakeholders benefit from the facilities and resources at the best of them.
- Support from the affiliating university is limited in extending placements, enriching of the teaching skills and exposure in academics.
- Academic syllabus is insufficient to meet the requirements of the industry at the time of placements and hence, forced to work for extra hours resulting in high cost.
- Students are not willing to bear even a part of the cost incurred for the activities beyond academics for their development.
- Poor communication skills and lesser exposure of the outcome of courses of the students due to their rural backdrop

Institutional Opportunity

- To ensure the current faculty to enrich and empower to meet the need of the college.
- Exploiting the untapped markets for improving the quality and quantity of admissions.
- Making the experts in industry as partners in the academic programme in the form of visiting faculty.
- Develop consortium approaches with other eminent institutions so that cost and benefits can be shared.
- Getting the sponsored research projects/seminars/workshops/EDC from UGC, AICTE, APSCHE, CSIR etc.
- Internships from the industry partners.
- Making the media a member in the governing body for improving the communication with the society.

Institutional Challenge

- Mushrooming of colleges is resulting in unhealthy competition.
- Great difficulty in recruiting senior faculty in the professor cadre due to scarcity
- Delay in admissions process by government.
- Self-Study Report of GVR & S CET
- The amount of tuition fee decided by the government is not meeting the inflation and increased needs that are to be provided to the students.
- Retaining the senior faculty has become more expensive.
- Uncertainty and delay in the sanction of students' scholarships by the government is creating chaos in the financial planning.
- More time and cost are to be put to empower the students with required skills and knowledge demanded/required by industry due to lesser exposure and poor communication

skills.

- Unprecedented and hyper sensitive competition is leading to the poor quality of the students admitted where the students are not serious of career i.e. students are preferring award of certificate and not the skills with it.
- High employee turnover due to emergence of a greater number of colleges and new jobs in the industry.
- Emergence of deemed universities in the potential areas of the institution has become a great hindrance for quality students being admitted.

1.6 Positioning Analysis

Analysis of the present position of the college is to be done based on various rankings. We intend to emerge as the top ranked college in Andhra Pradesh. We strive to emerge among the top five state colleges and among top 100 colleges in India.

1.7 Strategic Goals

Considering the vision mission quality policy core values SWOC analysis, following strategic goals were finalized by the members of the IQAC committee to improve the quality and quantity of research, holistic development of students, engagement with industry and alumni, and enhance the student experience.



Short Term Goals

- To introduce new programs at UG and PG level.
- To attain academic excellence by assuring 100% pass rates in all JNTUK, Kakinada examinations.
- To create a scholarly, dynamic atmosphere for teachers and students' professional and personal
- Growth in teaching, learning, research, and development.
- Helping students to excel in communication, inter-personal and entrepreneurship skills.
- To inculcate the qualities of integrity, honesty, loyalty and patriotism among students.
- Stimulating a desire among students and faculty to make optimum utilization of infrastructural
- Facilities and to serve the society and the nation.
- To encourage innovations and self-employment through Entrepreneurship Development Cell.
- To work together with important national institutes.
- To keep the quality certification ISO 9001:2015 towards the quality systems and procedures.

Long Term Goals

- To attain the status of Center of Excellence in Technical Education and Research
- To offer viable programs of relevance for upliftment of rural students and populace
- To integrate the academics and R&D programs by forging alliances with research organizations, government entities, industries and alumni.

1.8 Strategies, Targets and Implementation Plan



Goal1:Effective teachingandlearningprocess

Goal2:Studentandfacultydevelopmentandparticipation Goal 3:

Accreditation from statutory bodies

Goal4:InternalQualityAssuranceSystem Goal

5: Research and Development Work

Goal6:SocialengagementandCommunityservice Goal

7: Industrial and Alumni Interaction

Goal8:Physicalinfrastructureandfacility

Goal9:PlacementandTraining Goal

10: Entrepreneurship

Goal11:Incubationcentersand startups

1.9 Strategic Planning and Deployment

Strategic Plan	Deployment
<p>Effective teaching and learning process</p> <p>To sustain in the current competitive environment, it is immensely important to impart high-quality education. Thus, it is essential to bring rigor to academic processes. The first step towards the same is to strengthen the planning of academic and administrative activities throughout the academic year. Institute has a well-planned teaching-learning process and has a robust methodology for rolling out the process. The institute believes in quality teaching. Content delivery and dissemination methods are continuously updated to make teaching-learning more prolific.</p>	<ul style="list-style-type: none"> • Adopting innovative teaching methods • Content delivery-traditional teaching methods be supplemented with lecture management through digital platform methods (e-content / e assignments/ppts etc.) • Encouraging e-learning • Developing Interactive learning by using videos, presentations, software and labs • Implementing Project based learning • Regular feedbacks from the students • Enhancing overall personality and confidence of student • Providing career and personal mentoring and counselling to students • Continuous assessment by the multiple layers of hierarchy • Establishing virtual labs and latest technology trends in department • Additional content on Institute's E-learning Portal and encouragement of MOOCs and NPTEL
<p>Student and faculty development and participation</p>	<ul style="list-style-type: none"> • Training sessions and Guest lectures on confidence building, motivation and life skills for students and faculties • Formation of department forums and student's committee • Organizing various competitions and social events at institute and departmental level for encouraging participation by students and faculties • Rewarding the best performers and achievers in academics and in co-curricular activities. • Developing facilities for recreation • Establishing Research and Innovation cell
<p>Accreditation from statutory bodies</p>	<ul style="list-style-type: none"> • Formulation of plans by top management and IQAC committee • Resource and funds planning • Constituting committees • Inspection of the available institute and departmental data • Creating and organizing all the required institutional and departmental data • NBA and NAAC accreditation with good grade • NIRF Ranking

Internal Quality Assurance System	<ul style="list-style-type: none"> • Reviewing and updating IQAC plans and policy • Reframing of IQAC members and coordinator • Framing vision and mission department wise for quality working • Regular evaluation IQAC activities by the top management Developing effective IQAC initiatives for the quality improvement of the institute • Initiating quality related suggestions from staff, faculties, students, alumni, employers and management • Identifying the changing trends in the global education sector and implementing the required
Research and Development Work	<ul style="list-style-type: none"> • Fundraising projects and proposals for the research work • Apply for various governmental schemes for funds and grants • Creating a dedicated Research and Development cell • Conducting seminars/ conferences on recent and upcoming trends and technology Providing effective and updated Research facilities • Identifying and listing various schemes and policies of the government and educational bodies.
Social Engagement and Community service <p>The institute expects that such engagements are required to build the perspective and to create the awareness among faculty and students about the needs and issues of the society.</p>	<ul style="list-style-type: none"> • Resource and funds analyzing for the social and community activity • Analyzing the social and community requirements in the surrounding rural areas • Promoting and sponsoring educational awareness • Initiating the NSS and departments to design and organize community development drives and events • Encouraging students to participate in social and community activities Organizing various social activities in college • Conducting student's visits to ashrams, old age and orphanage homes
Industrial and Alumni Interaction <p>Alumni is one of the key stakeholders of the institute. The feedback received from the alumni is vital for the progression and growth of the Institute. Institute has Alumni committee in place to manage alumni interactions.</p>	<ul style="list-style-type: none"> • Dedicated faculties and organized activities for alumni interaction building • Establishing dedicated Alumni cell • Generating and maintain the database of all alumni and industrial contacts • Recognition of successful alumni • Engaging faculties and students with alumni and experienced industrial persons by inviting them for guest sessions • Focusing on developing professional relations, generating sponsorships and signing MoUs with the industries • Supports for internships, visits, training and guest

	<ul style="list-style-type: none"> seminars To start alumni chapters in prominent places where most of our alumni are employed or doing business To create an eco-system for alumni to give back to the Institution in cash or kind Increase social media presence of NEC in Facebook, linkedin
Physical infrastructure and facility	<ul style="list-style-type: none"> Enhancing the classrooms and laboratories Planning and analyzing the requirement of facilities Establishment of e-learning and virtual labs Establishing various cells for dedicated purpose Enhancing basic amenities of the college Upgradation of departments and library Improving safety and security management Adopting efficient and economical sources for power, water and waste management Dedicated staff for infrastructure maintenance and regular audit of the facilities
Placements, Internships & Career Guidance	<ul style="list-style-type: none"> Supports for internships, visits, training, guest seminars, Carrier guidance Dedicated team Modernization of infrastructure (interview & conference rooms) Videorecording of mockup interviews of students feedback Awareness programmes Company specific training programmes
Entrepreneurship and Incubation	<ul style="list-style-type: none"> Establishment of dedicated EDP cell Identification of emerging areas of entrepreneurship To identify students who are possessing entrepreneurial interests To organize special awareness and training for students in developing the requisite skill set for entrepreneurship with the participation of successful entrepreneurs To arrange for interactions of students with Angel investors and other financial entities for prospective funding for their ideas Gap year concept To establish incubation centers in specialized areas of Engineering To encourage students and faculty to establish research and development start-ups on campus

1.10 Monitoring and Alignment: Structure and Systems

Monitoring of plan implementation will be done institute level. The plan will be implemented and closely monitored by a core team that will meet in three months and review the progress. Besides, the Institutional Committee will hold review meetings on a monthly basis and will facilitate the proper implementation of the strategic plan.

1.11 Conclusion

The Strategic Development Plan (SDP) is an outcome of management commitment, institute leadership commitment, steering committee's detailed deliberations with all the stake holders. This collective wisdom ensures participation, ownership of the plan among all the stakeholders. The institutional strategic goals have strategies: strategies have sub strategies with detailed implementation plan to ensure success and sustainability over a period of time. The execution and operational implementation is monitored by stringent evaluation standards and speaks the quality of the strategy itself. The caveat is strategy itself can do nothing but its implementation holds the key. The strategy is not static document but dynamic due to continuous changing environment and it is an ongoing process to evolve as per the necessity.

The strategic plan is an effort to sketch down a pathway for the development and accomplishing the goals of the institute. The framework is designed for conveying the goals of the institute for upcoming years. The proper implementation of strategic and regular evaluation will be carried out through team work with good spirit to lead success and sustainability over the time.