PREFACE

Strategic planning is one of the primary objects of an institution. It involves the identification, implementation and monitoring of strategies of the institution which define the performance of an institution over a specific period. The strategic planning process requires considerable thought and planning on the part of the upper level management. The management of the institution defines its vision, mission and core values and set the strategies which help the institution to reach the goals.

Strategic planning is the designing of an institution's future by analyzing its present situation, the analysis of the targets which it wants to attain in the future and how it will attain these targets by effective and efficient use of its resources.

Strategic planning is described as generating the future mission and vision of the institution in a dynamic environment, determining strategic objectives and measurable targets, measuring the performances by key indicators and monitoring and evaluating the process. It is a participative approach which enables the budget of an institution to be in accordance with the aims and targets in the strategic plan from a forward looking point of view and gives priority to resource allocations.

The strategic plan for the period **2020-2025** is drafted, thoroughly discussed, approved in the college Governing Body and the process of effective implementation is circulated among the departments for further course of action.

After a strategy is formulated, the institution needs to establish specific targets or goals related to putting the strategy into action and allocate resources for its execution. The success of implementation stage is determined by clearly communicating the chosen strategy throughout the institution and getting the faculty members ready to put the strategy into action.

Dr A V RATNA PRASAD
PRINCIPAL

Velagapudi Ramakrishna
Siddhartha Engineering College
(Autonomous)

Vision

To nurture excellence in various fields of engineering by imparting timeless core values to the learners and to mould the institution into a center of academic excellence and advanced research.

Mission

To impart high Quality technical education in order to mould the learners into globally competitive technocrats who are professionally deft, intellectually adept and socially responsible. The Institution strives to make the learners inculcate and imbibe pragmatic perception and pro-active nature so as to enable them to acquire a vision for exploration and an insight for advanced enquiry.

Quality Policy

V. R. Siddhartha Engineering College strives to impart Knowledge, Skills and Attitude through continuous improvement to meet the ever changing needs of Industry and for the sustainable development of Society.

Objectives

- To design and develop the curriculum to meet the emerging needs of the industry and society.
- To upgrade the knowledge through continuing education programs and industry institute interaction.
- To encourage students to participate in all techno – cultural activities at National Level.
- To promote Innovation, Incubation & Start-up culture among students & faculty of the institution.
- To improve the employability of students in reputed Indian & Multi-National Companies.

STRATEGIC GOAL: EXCELLENCE IN LEARNING AND TEACHING ENVIRONMENT

KEY PERFORMANCE INDICATORS

S. No	Key Performance Indicator	Proposal (2025)
1	Success rate of students to higher semester (Pass Percentage from I year to II Year)	80%
2	Placement rate Package (>5 Lakhs)	85% 30%
3	Enrolment/Success rate in higher education entrance examination	12%
4	Accreditation of Programs	UG-100% (750 score) PG-100%
5	NIRF Ranking	<100 rank

ENABLING STRATEGIES:

FACULTY:

S.No	Strategy
1	Recruitment of Faculty at all levels in all departments with proven Knowledge and skills in teaching learning from reputed institutions meeting the AICTE/University norms
2	Training faculty in modern technology, min 4 faculty per section intake, consistently for a period of 4 years, each year min 15 days training, in domain knowledge
3	Deputing at least two faculty members for higher studies, post-doctoral or specialized research areas to Institutions of Higher Learning at national/international level
4	Skill development based on industrial training/Work Experience (Two faculty for each department for each specialization)
5	At least 60% of existing faculty must be with Ph.D. Qualification by the year 2025

STUDENTS:

S.No	Strategy
1	Sponsoring the students, min. two team from each Section/year from each dept., to participate in national level competitions
2	Internships to students in industry and industrial training – 100%
3	Inviting industry expert for imparting practical knowledge through industry offered courses (Adjunct Faculty)
4	CRT training, Mock Interviews- Placement Specific Training
5	Organizing domain classes for competitive examinations (GATE/IES/GRE)
6	Expenditure on MOUs in India and abroad
7	Quality Circles/Remedial/Bridge classes and courses

INFRASTRUCTURE:

S.No	**Strategy**
1	Industry Attached Laboratory(Sponsored Or otherwise)plus furniture and equipments at 50:50 one lab each year
2	Laboratory upgradation

CURRICULUM:

S.No	**Strategy**
1	Curriculum development to meet the current needs of the society & Industry
2	Laboratory experiments shall be open ended in all labs
3	At least one certificate course for each department shall be organized by involving industry experts/semester
4	Continuous assessment to test higher order knowledge levels (Blooms Taxonomy) to be implemented while setting question papers

TARGETS:

To become one among top fifty Private Engineering Colleges in India

STRATEGIC GOAL: COMPREHENSIVE STUDENT DEVELOPMENT

KEY PERFORMNCE INDICATORS

S. No	Key Performance Indicators	Proposal (2025)
1	Participation and awards won in technical events at State /National level	10%
2	Participation and awards in sports activities/events in University and national level	55
3	Participation and awards in Cultural, literary activities/events in University and national level	40
4	Student satisfaction on common Academic activities & facilities at exit	90%
5	Diversity of students- admissions from various districts of AP and other States	45%

ENABLING STRATEGIES:

INFRASTRUCTURE:

S. No	Strategy
1.	Library up gradation with group discussion facilities
2.	Air conditioned Auditorium with 1000 seating
3.	Open Air Theatre with concrete steps
4.	Indoor stadium with Gymnasium and national standards in minimum three areas
5.	Studio/Cultural Club
6.	Centralized Training and Assessment Centre
7.	Data Centre AMC
8.	Electrical load enhancement & distraction
9.	Sports materials and allied facilities

HUMAN RESOURCES:

S.No	Strategy
1	Training the wardens and other staff on adult psychology, inmate issues
2	Coaches (male/female) with specialized training to be recruited
3	Sponsoring students to national level events (Trade Fairs) at least one team in each area
4.	Yoga Practice Courses
5	Appointment of Full-time Psychologist

TARGET:

To become one among the top FIFTY Self-financing Engg. Colleges in India offering the best infrastructure for student development by 2025

STRATEGIC GOAL: EXCELLENCE IN R&D, CONSULTANCY & INNOVATION

KEY PERFORMANCE INDICATOR

S. No	Key Performance Indicator	Proposal 2025
1	Increase in number of faculty with PhD qualification in Engineering	60%
2	Increase in research publications in standard journals(Scopus Indexed and Thomson Reuters Impact Factor)	500
3	Increase in research project funded/ sponsored by government/defence/other agencies/Industries	100 Lakhs
4	Faculty with Post doctoral fellowship	15
5	Commercialization Patents Granted Patents Filed	10 30 100
6	Consultancy from Engineering departments (Other than Civil Engineering)	5 Lakhs/year
7	Atal Ranking of Institutions on Innovation Achievements (ARIIA)	Within top 25 among Self-financed engineering colleges in India
8	Innovations and Start-ups Commercialization	15 05

ENABLING STRATEGIES:

FACULTY:

S. No	Strategy
1	Identification of faculty and formation of Three strong high priority research groups in each department
2	(a) Collaboration of one senior researcher from IITs with the above identified research groups for promoting R&D (b) Sponsoring at least one faculty from each group for long duration interaction with faculty at IITs/National R&D institutions
3	Conduct of one conference with identified research faculty from IIT in the identified research areas per year per department to know the recent research trends (2 days program sponsored)
4	Obtaining one major research project from academic / R&D institutions/government agencies by 50% faculty having PhD qualification, every three years, visit expenses
5	Recruiting one faculty/dept. With research skills in the high priority research area every year
6	Sponsoring one faculty per year for pursuing Ph D at the institute of higher learning (QIP)
7	Provision of incentive to the faculty securing the research project (already in force)
8	Performance Based Assessment System for R&D Component (already in force)
9	At least three patents granted from each Department
10	Creation of additional cadres when faculty at lower cadre acquires Ph D qualification and to meet the expenditure on enhancement of pay in these cadres
11	At least one PhD scholar must be working each faculty with PhD qualification at any point of time in collaboration with University faculty
12	Deputation of faculty for industrial trade fairs
13.	Sponsoring one faculty for pursuing PhD to institute of reputation
14.	Encouragement for faculty who acquires PhD
15.	Seed money to faculty

16.	In house R&D funding to faculty

STUDENTS:

S. No	Strategy
1	Provision of internship to B Tech/M.Tech. Students in premier institutions
2	In house R&D funded projects to be taken up in each department at least one per section in the final year.
3	Minimum of 50% of M.Tech Projects to be oriented towards modelling, simulation, leading to hardware and patent per year in each Department. The goal is to achieve at least 2 Patents applied with allotted number and one granted per department in each year
4`	Innovative idea generation sessions to be conducted for B.Tech and M.Tech students separately leading to start up at least one per semester per department
5.	UG students paper publications: 30 - 50% of batches from B.Tech
6.	PG students paper publications: 50-80% of students from M.Tech
7.	EPICS Projects strictly confining to societal problems with innovative solutions
8.	Financial support to innovative student projects of about 50 – 100%

INFRASTRUCTURE:

S. No	Strategy
1	Establishment of R&D Centre with 20 computers with high speed internet facility, LCD projector, required research tools necessary for the identified high priority research groups.
2	Provision of on line journals through regular subscription from the central library related to all departments. IEEE/Springer/ELSEVIER (in place)
3	Establishment of Centres of Excellence at least one in all departments by 2025
4	R&D Infrastructure (ME/CE/EEE/EIE)

CURRICULUM:

S. No	Strategy
1	Inclusion of research component in core courses (Theory and laboratory) of PG programmes
2	Provision for a self-learning course in the M.Tech programme to select the course related to the project work (in place)
3	Introduction of "research Methodology" as a special course for a month to the M.Tech students in the beginning of the third semester (in place)
4	Inclusion of ' Design thinking' course

TARGET:

To be one among the top 50 private Engg. Colleges in India

CONDITIONS:

1. Review of the targets at every quarter.
2. In any case, if a department fails to achieve the set target, it has to achieve the next year target along with backlogs.
3. In case of achievement being over and above the bench mark set, the higher accomplishment should be considered.
4. Departmental annual goals and Academic audit must be in line with annual bench marks of strategic plan.

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