

Strategic Plan
For
Chebrolu Engineering College



CHEBROLU ENGINEERING COLLEGE
(Sponsored By Sri Visweswaraiah Educational Society)
(Approved by AICTE, New Delhi Affiliated to J.N.T.U., Kakinada)
Near Power Station, Chevrolu, Guntur, Andhra Pradesh-522212

S.No.	Content	Page Number
1	About College	3
2	Vision & Mission	4
3	Quality Policy	4
4	Organogram	5
5	Core Values	6
6	SWOC Analysis	7
7	Strategic Goals	9
8	Strategic Planning	10
9	Strategic implementation & Monitoring	14
10	Conclusion	17

About College

In an organization, strategic planning is critical to achieving the Vision and Mission, which it dreams of. Strategic planning is an ongoing process focused on achieving institutional goals in this competitive world.

The Strategic Planning and Distribution Manual is based on analyzing current barriers and future opportunities and looks at the way in which an organization must move forward to achieve its stated goals and objectives.

The first part of it deals with the vision, mission that the institution dreams of and important values, the institution's long-term and short-term goals. This is defined and directed by stakeholders (management, leadership, HODs, faculty, staff, industry, students, students and parents) through the SWOC analysis. After analyzing the internal and external environment, institutional policies were set for all areas of potential growth through a continuous thinking process and discussions with HODs and strategic members.

Strategies with applications were decided to achieve the institutional strategic objectives. During the development of the strategic plan and distribution document, care has been taken to include all stakeholders to assist in contributing to their overall contribution to the overall success of the organization. An effort has been made to explicitly identify implementation processes and monitoring with measurement aimed at measuring in accordance with the desired outcomes.

This will serve as a guide for CHEC to achieve its goal of being a center for Educational Success and providing expertise to young Engineers and Managers with community skills.

Vision

- To impart quality engineering education and offering research opportunities to students with high standards
- To serve as a valuable resource for the advancement of society and organizations and impart students with ethical values
- To become a great resource of pride for national and global needs.

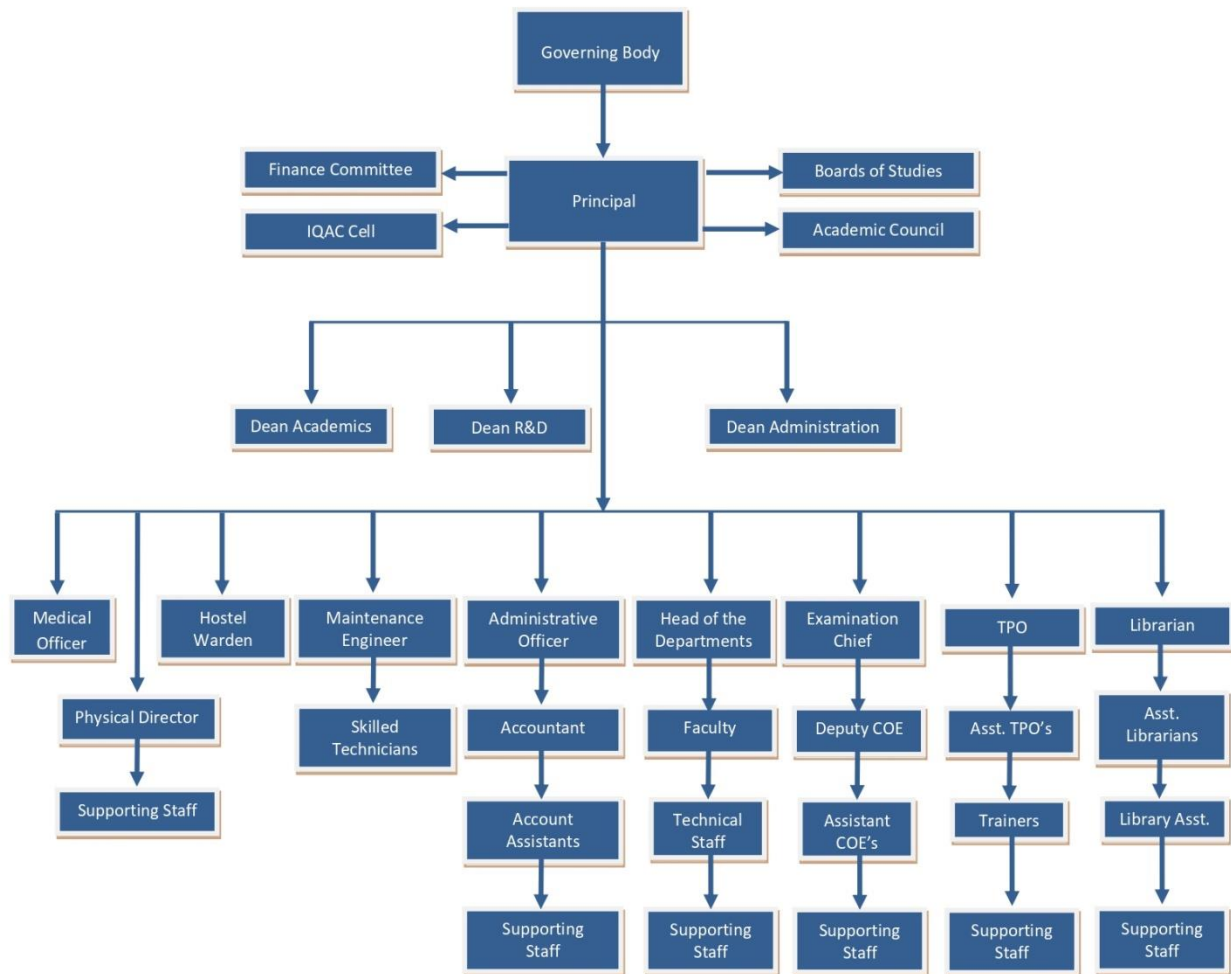
Mission

- To implement state of teaching –learning process to our students to become resource for addressing industry and societal needs
- Continuous development of infrastructure and to provide latest equipment to our students with a practical environment of learning, research, creativity and innovation to become global professionals with ethical and moral values.
- To collaborative projects with industry not only to address local rural needs but also to imbibe knowledge to solve national and global needs.

Quality Policy

We strive for recognition as a center of excellence and commitment to it continuously improve the quality of technical education through production outstanding engineers who are willing to work in a spirit of challenge and innovation with high ethical and professional standards.

Organogram



Core values

Honesty and Integrity:

We are primarily focused on promoting the standards of trustworthiness and honesty through well established procedures for continuous assessment and evaluation. We are committed to practices that are fair, honest and objective in dealing with students, faculty members and stake holders at all levels of the institution.

Accountability and transparency:

Creating an atmosphere where every member takes responsibility for personal and professional growth.

We continuously assess and enhance our policies for the betterment of the institution. We maintain transparency at all levels of hierarchy to promote healthy working environment to all.

Excellence:

At our institute we strive to create higher benchmarks by exhibiting quality in all areas regarding academics such as infrastructural facilities and staff

Value based education:

We create a learning environment with values and ethics and enhance academic excellence and develop students' interpersonal skills and mould them into responsible citizens.

Sustainability:

Envision environment, socio-economic requirements to impart knowledge and develop required skills for students to attain sustainable development

Encouragement:

We encourage critical thinking, effective communication, ethical decision making among students. Motivating employees helps to achieve organizational goals.

Social responsibility:

We focus on promoting the sense of social responsibility in students by involving them in various social activities. This gives them a broader perspective of understanding the causes and possible solutions to various social issues.

Equality:

We are committed to create an environment where every individual is given equal priority irrespective of gender, religion and socio economic status.

SWOC (Strengths, Weaknesses, Opportunities and Challenges) Analysis

Institutional Strength

- It is enriched with the blend of veteran Excellency and perseverance
- Students and faculty avail their intellectual and research activities from the creative resources and regional universities.
- Management displays dynamic leadership for the support of expansion and evolution.
- We use ICT for improving processes of operations in the institution.
- We maintain well flourished infrastructure and every time we planned properly for the growth of the dimension.
- The systematic Conducive teaching-learning process is followed with the strong support of library and well equipped laboratory. It moves beyond the classrooms and teachers initiate themselves available to the students at every moment.
- Voluntarily students have been formed into clubs for the overall development of the student career with the advisory role of faculty.
- The committee of the Internal Quality Assurance Cell (IQAC) of the college takes the pivotal role in ensuring quality in education through various quality sustenance and enhancement measures and monitoring mechanisms.
- Many initiatives have been aimed at community welfare.
- National Service Scheme unit (NSS) helps effectively to address the issue of Institutional Social Responsibility (ISR).
- The Institution goes on updating and modernizing lab equipment and other tools.
- Our Library becomes a strong resource for gaining knowledge through central library with digital library section.
- Our PG Programs support to stimulate the research activities.

Institutional Weakness

- A number of students are from socio economically backward communities and rural background.
- Students from the rural background are not enough competence in point of communication skills.
- Poor higher end research and patent filing.
- The number of students qualifying in TOFEL, GRE, GATE and Civil services is not up to the mark.
- Number of students going for research oriented higher studies is to be improved
- Location Disadvantage

Institutional Opportunity

- The institution drives the faculty for the optimum utilization of the sources for the prospective career of the students.
- The management maintains good rapport and credibility with the external agencies for altogether growth of students, faculty, management and agencies.
- Our aim for national and international collaborations with the other universities is to seek the tremendous opportunities for our students.

- Collaboration with industry is to rise the special insight on professional skills and entrepreneurial culture among the students.
- The Academic collaboration with other professional institutions and universities to introduce the professional courses as well as add on certificate courses.
- The college has the unique opportunity of contributing effectively to the development of region through research, development and extension activities.
- Our Intention is to make the students exploring their potentialities and promoting the quality of entrepreneurship.
- Encouraging the faculty to enhance their qualification for Ph.D program from the esteemed universities.
- With the technical projects inter disciplinary research centers established with the funding support from the external agencies.
- All the core departments approach the industrial consultancy services to grab the opportunities.

Institutional Challenge

- To motivate the students to have the deeper sense of critical and analytical thinking with an endeavoring passion with moral and social consciousness.
- To strengthen the alumni forum by which their contact will be maintained for their valuable feedback.
- To retain the faculty with higher qualifications in this social milieu.
- Fluctuations in the job market.
- To become one of the leading technical institutions in the entire state.

Strategic Goals

Chebrolu Engineering College Management team after brainstorming the vision, mission, quality policy, core values, environmental factors and SWOC analysis have reached the step of defining Institution Strategic Goals for 2018 to 2023.

1.	Good Governance
2.	Autonomous Status
3.	Accreditation & Certification
4.	Infrastructure and facilities
5.	Teaching & Learning
6.	Industry & Institute Collaborations (MOUs)
7.	Placement, Internships & Career
8.	Research & Development
9.	Alumni engagement and interaction
10.	Quality assurance systems
11.	Library & information centre
12.	Entrepreneurship

Strategic Planning (2018 to 2023)

Strategic Goal	Strategic Planning
Good Governance	Governing Body: <ul style="list-style-type: none">• Supervisory and approving policy matters, Staff Recruitments, annual budgets• Evaluation of institutions academic performance and bench marking.• Smooth Working of statutory committees.
	Vision, Mission, and Institution Strategic Goals: <ul style="list-style-type: none">• Vision, Mission progress & their delivery.• Setting short term and long-term goals.• Institutional Strategic development plan.
	Leadership & Transparency management: <ul style="list-style-type: none">• Policies formulation, approval & implementation.• Service Rules circulations• Student & Staff Grievance Redressal mechanism• Decentralization of leadership managements• Implementation E-Governance in administrative, Student support, etc.,
	Internal Quality Assurance Cell& Accreditation: <ul style="list-style-type: none">• Monitoring• Conduct internal audit committee for monitoring compliance.• Systems, checks and balances- Remedial measures.

<p>Autonomous Status</p>	<ul style="list-style-type: none"> • Discussion in Governing Body and approval for university affiliation & Autonomous Status. • Resource planning & budget approval. • Inspections university affiliation preparation & Approvals. • Preparation for the Accreditation & certifications
<p>Physical Infrastructure</p>	<ul style="list-style-type: none"> • Upgrade the Classrooms, Tutorials, Seminar halls, conference halls. • State of the art Laboratory & equipment • up gradation Library infrastructure & e-learning • Emerging sports (indoor/outdoor) facilities • Strengthen Hobby clubs & Canteen facilities. • Increasing Transport facilities • Developing facilities to improve the energy saving & management. • Solid waste management (zero plastic usage) • Developing facilities to efficient usage of recycled waste water.
<p>Teaching & Learning</p>	<ul style="list-style-type: none"> • The improvements in teaching & learning infrastructure keeping in line the changing pedagogy and its implementation like aggressive adoption of ICT through improved facilities in classrooms, e-classrooms, skill development centers, laboratory, library, Wi-Fi enabled classrooms. • R&D Laboratory and its maintenance
<p>Library & Information Centre</p>	<ul style="list-style-type: none"> • Budget allocation for library & information centre. • Books, journals procurement, storage, and retrieval • Digitization of Library resources • Resources automation & Access (24X 7)

<p style="text-align: center;">Industry & Institute Collaborations</p>	<ul style="list-style-type: none"> • Formation of industry institute interaction cell • Identify branch wise preferred industries & companies. • Identification of potential areas of research • MoUs with industries • Support for internships, visits, trainings, guest lectures • Providing opportunities for Industrybased/sponsored projects. • Providing career guidance & Strengthen training & placement. • Establish centres of excellence & skill development centers. • Professional bodies membership.
<p style="text-align: center;">Internal Quality Assurance & Assessment cell</p>	<ul style="list-style-type: none"> • Setting up of IQAC team • Intermittent checks and guidance • Recognizing achievements & best practices • Choose accreditation/certification agency. • Establish academic audit process & audit teams.
<p style="text-align: center;">Research & Development</p>	<ul style="list-style-type: none"> • Enhancing R&D laboratories in all departments. • Dedicated R&D facilitation & documentation centre. • Competent technical staff for R&D labs. • Establishing centres of excellences. • Establishing Consultancy cell. • Startup of maker Space– Product and development. • Focus on Product development. • Starting of patent cell. • Patent filing, Scaling up & commercialization.
<p style="text-align: center;">Training & Placement</p>	<ul style="list-style-type: none"> • Setups dedicate T&P Team. • Conduct Awareness programmes. • Conduct Value added programmes.

	<ul style="list-style-type: none"> • MOU s and relationship management • Internships planning and execution. • Developing Database of various potential industries / companies. • Modernisation of infrastructure (Video conferencing, interview & conference rooms).
Entrepreneurship	<ul style="list-style-type: none"> • Establishment of dedicated EDP cell. • Identification of emerging areas of entrepreneurship. • Identify interested students for entrepreneurship. • Identify mentors from successful entrepreneurs from Alumni/others. • Formal training on entrepreneurship.
Alumni Interaction	<ul style="list-style-type: none"> • Strengthen Alumni association and engagement. • Establish alumni association office on campus, engage students. • Data base updation and interactive alumni website • Establish global chapters and networking
Social Activities	<ul style="list-style-type: none"> • Study rural projects and challenges under UBA. • Conduct awareness programs in villages/ communities. • Conducting health awareness camps & Blood donation camps.

Strategy Implementation and Monitoring

Strategic development plan once approved by Governing Body and the progress shall be measured from time to time through the IQAC. Hence the measurable success indicators are clearly spelt out in the implementation document. The principal along with academic council and other team member will be the custodian for strategic plan and its deployment.

Implementation at institute level

Particular	Committee
Good Governance & Administration	GB, Chairman, Members of GB
Finance & Account Management	Finance Committee
Institution Complaint Compliance (IIC)	Principal, Vice-Principal and HODs
Autonomous & University Affiliations	GB, Principal, Vice-Principal and HODs
Infrastructure-Academics	GB, Chairman, Principal, Vice-Principal, HODs and Incharge Maintenance
Physical Infrastructure	GB, Chairman, Principal, Vice-Principal, HODs and Incharge Maintenance
Teaching- Learning	Principal, Vice-Principal, HODs, Faculty and Staff
Research & Development, Consultancy	Principal, Research Coordinators
Student affairs	Principal, Vice-Principal & HODs
Student admissions	Principal & Admission Incharge
Departmental activities	HODs and Faculty
Placement & Training	Principal, Placement & Training Incharge and HODS
Entrepreneurship	Principal and E&D Cell Incharge
Library	Principal, Vice Principal and Library Coordinator

Measurable during Implementation

Strategic Goal	Deployments
Good Governance	<ul style="list-style-type: none">▪ Governing Body selection▪ Vision-Mission reviews▪ Number of meetings conducted.▪ Policies implementation.▪ Student & staff procedures,▪ Service & Conduct Rules▪ ERP implementation, etc.,
Infrastructure and facilities	<ul style="list-style-type: none">▪ Upgrade the all the computers.▪ Strengthen WIFI Facility.▪ The entire campus installed CCTV cameras and fire safety equipments in each floor of the block.▪ Adequate infrastructure is developed for extracurricular activities.▪ Established RO unit and Potable water supply through coolers and dispensers is made available in every floor and block
Teaching & Learning	<ul style="list-style-type: none">▪ No. of learning resources▪ No. of student counseling/mentoring/training sessions conducted.▪ Result of examinations (Pass, First classes, Distinctions)▪ Graduate attribute attainment levels▪ Student feedback
Industry & Institute Collaborations (MOUs)	<ul style="list-style-type: none">▪ Total 38 MOU's done with institute wise and department wise with different industries and organizations Like IIT-B, E&ICT, MEPAC3, CSI, Texas Instruments, SAE, FACE, etc.,

Skill Development	<ul style="list-style-type: none"> Center of Excellence Electric Vehicle with SkillShark, MoU with CISCO Academy & Oracle Academy, BoTLAB
Student Clubs	<ul style="list-style-type: none"> Established Matrusri Campus Connect (MCC) Club for Cultural Activities.
Research & Development	<ul style="list-style-type: none"> Established R&D Hub with collaborate Texas Instruments & E-yantra (IIT-B)
Training & Placement	<ul style="list-style-type: none"> Every Year Conducted Campus Recruitment Training (CRT) Classes with FACE, TIME Tie-up with Pre-access test agencies Code Tantra, CoCubes, AMCAT
Certification	<ul style="list-style-type: none"> From IIC the institute got 3.5 Star rating NIRF is in Planning Phase ARIIA -2021 waiting for results
Green Initiative	<ul style="list-style-type: none"> 50kWp Rooftop Solar plant is installed. Biogas Plant is installed. Replacement with tube lights with LED lights

The Principal, Academic Council and other committees will be monitored implementation of strategic plan regularly. The various committees inchargers will prepare the detailed improvement report. The IQAC committee intermittently monitoring, evaluation of attainment of strategic plan. The IQAC will report the findings to the Academic Council and GB. Based on IQAC report, the Academic Council and GB committee will recommend the corrective actions, need of further processes and deployment of resources.

Conclusion

The strategic plan & deployment is an effort for clearing a pathway towards achievement of objectives of Chebrolu Engineering school dreams to accomplish. Simply defining the essential arrangement doesn't guarantee a good outcome, however it gives a directing structure which is an aggregate exertion conveyed by the cycle of participative brainstorming of stakeholders. The appropriate execution of strategies through collaboration with great soul prompts achievement and manageability throughout a more drawn-out time through a powerful cycle. It needs continuous evolution to incorporate the lessons learnt during the implementation and emphasizes the role of IQAC in ensuring the quality of implementation.