



## **Dr.K.V.Subba Reddy Institute of Technology**

### **Strategic Plan & Deployment**



## **Dr.K.V. SUBBA REDDY INSTITUTE OF TECHNOLOGY**

**Dupadu Village, NH-44, Lakshmipuram (Post), Kurnool, AP-518218.**

**(Approved by AICTE, New Delhi & Affiliated to JNTUA, Anantapuramu, ISO 9001:2008 Certified Institution)**

[www.drkvsrit.in](http://www.drkvsrit.in)

**2017-22**

# Message

Dr.K.V.Subba Reddy Institute of Technology, Dupadu, Kurnool, Andhra Pradesh, was founded in 2007 by Vaibhav Education Society with the goal of being a pioneer in the private sector of technical education.

Dr.K.V.Subba Reddy Institute of Technology was established as an engineering college in the city of Kurnool. Civil Engineering, Computer Science and Engineering, Electronics and Communication Engineering, Electrical and Electronics Engineering, and Mechanical Engineering and MBA are all available at the institution. The classrooms are large, and the labs are constantly updated with cutting-edge technology. The faculty is extremely competent and devoted. The strategy plan and development-2017-2022 would serve as a supervision document for the next five years, assessing and improving the institution in order to offer high-quality education and achieve fair recognition. The strategic plan and development would centre on good governance, best-in-class teaching-learning, research and innovation, and highly employable students who serve as brand ambassadors for the institution and are trained in technical skills while instilling a sense of social responsibility in accordance with the college's vision and mission.

I applaud and compliment the Principal, HODs, and Faculty on their excellent effort in establishing the Strategic Plan & Development 2017-22.

Wishing you the best of luck!

Dr.K.V.Subba Reddy

Chairman (DRKVSRIIT)

## **Preface**

Strategic planning is critical for an organisation in order to achieve its Vision and Mission. In today's competitive environment, strategic planning is a continual process with a special emphasis on achieving institutional objectives. The Strategic Planning and Deployment document is based on a study of present impediments and future possibilities, and it envisions the direction in which the company should go in order to attain its defined goals and objectives.

The first section tackles the institute's vision and purpose, as well as fundamental values and institutional long-term and short-term objectives. Through SWOC analysis, stakeholders (management, leadership, HODs, professors, staff, industry, students, alumni, and parents) define and shape these. Following an analysis of the internal and external environments, institutional objectives in all conceivable development areas were established via a constant thinking process and conversation with HODs and faculty members. To attain institutional strategic objectives, strategies with action plans were developed.

While developing the strategy plan and deployment document, attention was made to include all stakeholders in order for them to play their share, which is critical for the success of any company. Efforts have been made to clearly describe the implementation procedures and monitoring by creating quantifiable objectives that correspond to the intended results.

This will emerge as the driving force for DRKVSRLT in achieving its mission of being an institution of Academic Excellence and offering professional services to society via competent young Engineers and Managers.

## **VISION & MISSION**

### **Institute Vision**

To be a Global Leader in imparting Quality Technical Education to produce Competent, Technically Innovative Engineers imbued with Research Aptitude, Entrepreneurship and Social Responsibility.

### **Institute Mission**

1. To nurture the Students with Fundamental Engineering Knowledge enriched with Technical Skills.
2. To create Conducive Environment to nurture Innovation and Interdisciplinary Research.
3. To develop Professionals through Innovative Pedagogy focusing on Individual Growth, Discipline, Integrity, Ethics and Social Responsibility.
4. To foster Industry-Institution Partnerships Leading to Skill Development and Entrepreneurship.

### **Quality Policy**

We want to be regarded as a centre of excellence, dedicated to continually improving the quality of technical education by graduating great engineers and managers who are eager to work in a culture of challenge and creativity, while maintaining high ethical and professional standards.

The ISO 9001 standard identifies the areas that are common to all processes that impact quality, as well as the procedures that should be in place to guarantee that pre-determined standards are satisfied in a controlled and measurable manner.

Our college's ISO 9001 Quality Management System is a comprehensive system that lowers different risks, improves overall performance, and builds relationships with all students. In reality, our institution might successfully boost the Teaching-Learning Process by developing a quality management system.

Every process must be responsible and error-free, according to the ISO 9001 methodology. Good practises result in basic quality management. We, at DRKVSRLT, are glad to state that we adhere to all relevant Quality Management System criteria, and as a result, our institution has been consistently accredited for more than ten years.

## **SWOC Analysis**

### **Strengths:**

1. Computer Science and Engineering program is accredited with NBA.
2. Socially conscious, humanitarian, far-sighted and visionary Management.
3. Located on NH-44, nearby the City, connected to many metropolitan cities.
4. Highly qualified and experienced teaching and non-teaching staff with high retention ratio.
5. Membership with Professional societies such as ISTE, CSI, and IETE.
6. Wi-Fi Enabled Campus.
7. Good student enrolment.
8. Functional MoUs with industries and academic institutions
9. Well- established and state-of the-art laboratories with good infrastructure.
10. Well defined Administrative and Management policies.
11. Excellent number of placements.
12. Chartered Alumni Association.
13. Recognized and proactive NSS Unit.
14. Lush green environment-friendly, pollution- free, plastic-free campus to create an ideal study space.

### **Weaknesses:**

It takes proactive measures to improve the quality of teaching, learning, and research. Though the institute has scripted many success stories, there are certain areas in which it needs to move forward.

There is a need to overcome the limitations in the following areas:

1. Attracting more core companies to campus for recruitment. Efforts are made by signing MoUs with various organizations to bridge the gap between academia and industrial requirements.
2. R&D and Consultancy activities need to be strengthened.
3. Establishment of laboratories through Institute Industry Collaboration.

### **Opportunities:**

1. The location of the college will leverage the opportunity to have collaboration with Central/State Universities, industry and research laboratories.
2. Introduce more number of add on courses and certificate courses for value addition and employability of the students.
3. Collaborative research work can be carried with government sectors like ISRO, DRDO, NRSC etc.
4. Creating awareness among faculty members and students about the intellectual property rights and patent filing.
5. Strengthening the alumni network to provide more career development opportunities to the students.

**Challenges:**

1. With a wide range of career opportunities available in the Software / IT sector, attracting quality students to enroll in the core engineering branches like Civil, EEE and Mechanical Engineering has become a challenge.
2. Being an affiliated institution, meeting the industry demands and expectation with rapid change in technology has become a challenge.
3. Attracting core companies for placements.
4. Promoting sponsored research and consultancy as per industry requirements.
5. Imparting value-added courses and student exchange programs on niche technologies to bridge the curricular gaps in the stipulated time period of an academic year has always been a challenge.

**Additional Information**

1. The Institution is recognized under 2(f) and 12B of the UGC Act 1956.
2. The Institution is Permanently Affiliated to JNTUA, Anantapuramu.
3. Computer Science Program of the Institution is accredited by National Board of Accreditation (NBA).

## Strategic Goals

The DRKVSRLT Management team has defined Institution Strategic Goals for 2017-22 by brainstorming the vision, purpose, quality policy, core values, environmental variables, and SWOC analysis.

| <b>S. No</b> | <b>Element</b>                             |
|--------------|--|
| 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 (2017-2022)

| Strategic Goal  | Strategic Planning   |
|---|--|
| <p style="text-align: center;"><b>Good governance</b></p> | <p><b>Board of Governance:</b></p> <ul style="list-style-type: none"> <li>▪ The Governing Body is in charge of supervising and approving policy decisions, as well as staff recruitment and yearly budgets.</li> <li>▪ Benchmarking and evaluation of academic achievement at institutions</li> <li>Smooth operation of statutory committees.</li> </ul> |
|   | <p><b>Vision, Mission, and Strategic Goals of the Institution:</b></p> <ul style="list-style-type: none"> <li>▪ Vision, Mission progress &amp; their implementation</li> <li>▪ Setting short term and long term goals</li> <li>▪ College strategic development plan</li> </ul>   |
|   | <p><b>Management of Leadership:</b></p> <ul style="list-style-type: none"> <li>▪ Policies development and implementation</li> <li>▪ Service rules circulation</li> <li>▪ Students &amp; faculty grievance Redressal strategy</li> <li>▪ Decentralization of leadership</li> </ul>  |
|   | <p><b>Internal Quality Assessment Council</b></p> <ul style="list-style-type: none"> <li>▪ Monitoring</li> <li>▪ internal audit committee</li> <li>▪ System checks compliance. checks, and balances.</li> </ul>  |
|   | <ul style="list-style-type: none"> <li>▪ Improve the classrooms, tutorials, seminar rooms, and conference rooms.</li> <li>▪ State-of-the-art Laboratories and Equipment Library infrastructure improvement and e-learning Emerging</li> </ul>  |



|  |  |
|--|--|
| <p style="text-align: center;"><b>Physical Infrastructure</b></p>              | <p>sports facilities (indoor/outdoor)</p> <ul style="list-style-type: none"> <li>▪ Enhance hobby clubs and canteen amenities. Increasing transportation options Plantations.</li> <li>▪ Rainwater collecting Creating facilities to increase energy conservation and management.</li> <li>▪ Solid waste management (zero plastic consumption) Development of infrastructure for the optimal use of recycled waste water</li> </ul> |
| <p style="text-align: center;"><b>Teaching and Learning strategies</b></p>     | <ul style="list-style-type: none"> <li>▪ Improvements in teaching and learning infrastructure in response to changing pedagogy and its implementation, such as aggressive use of ICT in classrooms, e-classrooms, skill development centres, laboratories, libraries, and Wi-Fi connected classrooms.</li> <li>▪ R&amp;D Laboratory and its upkeep</li> </ul>  |
| <p style="text-align: center;"><b>Library &amp; Information</b></p>            | <ul style="list-style-type: none"> <li>▪ Budgetary support for the library and information centre.</li> <li>▪ Procurement, storage, and retrieval of books and journals</li> <li>▪ Digitization of library materials Automation and access to resources (24X 7)</li> </ul>   |
| <p style="text-align: center;"><b>Industry &amp; institute Interaction</b></p> | <ul style="list-style-type: none"> <li>▪ Establishment of an industry-institute interface cell</li> <li>▪ Identify favoured sectors and firms by branch. Identification of promising research fields</li> <li>▪ Memorandums of Understanding (MOUs) with industry</li> </ul>   |

|                                 |   |
|---------------------------------|---|
|                                 | <ul style="list-style-type: none"> <li>▪ Assistance with internships, visits, trainings, and guest talks</li> <li>▪ Making available options for industry-based/sponsored initiatives.</li> <li>▪ Providing career assistance and enhancing training and placement.</li> <li>▪ Establish excellence centres and skill development centres. Membership in professional organisations.</li> </ul>   |
| <b>IQAC</b>                     | <ul style="list-style-type: none"> <li>▪ Establishment of an IQAC team</li> <li>▪ Intermittent inspections and advice</li> <li>▪ Recognizing accomplishments and best practises</li> <li>▪ Select an accreditation/certification organisation.</li> <li>▪ Create an academic audit procedure and audit teams.</li> </ul>  |
| <b>R &amp; D</b>                | <ul style="list-style-type: none"> <li>▪ Improving R&amp;D labs throughout the board.</li> <li>▪ Dedicated facilitation and documentation centre for R&amp;D.</li> <li>▪ Competent technical personnel for R&amp;D labs.</li> <li>▪ Creating centres of excellence. Creating a Consultancy cell.</li> <li>▪ Maker Space Startup – Product and Development Concentrate on product development.</li> <li>▪ The establishment of a patent cell.</li> <li>▪ Filing a patent, scaling up, and commercialization</li> </ul> |
| <b>Training &amp; Placement</b> | <ul style="list-style-type: none"> <li>▪ T&amp;P Team is dedicated in setups. Conduct public awareness campaigns.</li> </ul>  |

|                           |   |
|---------------------------|---|
|                           | <p>Execute value-added programmes.</p> <ul style="list-style-type: none"> <li>▪ DRKVSRLT Strategic Planning and Deployment (2017-2022)</li> <li>▪ Memorandums of Understanding</li> <li>▪ Relationship Management Planning</li> <li>▪ Executing internships</li> <li>▪ Creating a database of possible industries/companies.</li> <li>▪ Infrastructure modernization (video conferencing, interview and conference rooms).</li> </ul> |
| <b>Entrepreneurship</b>   | <ul style="list-style-type: none"> <li>▪ Establishment of a specialised EDP cell.</li> <li>▪ Identification of developing entrepreneurial areas.</li> <li>▪ Identify pupils who are interested in entrepreneurship.</li> <li>▪ Identify successful entrepreneurs as mentors from Alumni/others.</li> <li>▪ Formal entrepreneurial training.</li> </ul>  |
| <b>Alumni Interaction</b> | <ul style="list-style-type: none"> <li>▪ Increase alumni involvement and association.</li> <li>▪ Set up an alumni office on campus and engage students.</li> <li>▪ Updating data bases and interactive alumni</li> </ul>  |
| <b>Social activities</b>  | <ul style="list-style-type: none"> <li>▪ Conduct awareness initiatives in villages/communities,</li> <li>▪ Conduct health awareness and blood donation camps.</li> </ul>  |

## Strategy Execution and Monitoring

The IQAC will monitor the progress of the strategic development plan after it has been approved by the Governing Body. As a result, the implementation document explicitly spells out the quantitative success indicators. The strategic plan and its implementation will be overseen by the principal, academic council, and other team members.

### Implementation process

| S. No | Particulars                      | Committee  |
|-------|----------------------------------|--|
| 1     | Good Governance & Administration | GB, Chairman, Members of GB                        |
| 2     | Finance & Account Management     | Finance Committee                                  |
| 3     | Academics                        | GB, Chairman, Principal, HODs and In charge        |
| 4     | Physical Infrastructure          | GB, Chairman, Principal, HODs and In charge        |
| 5     | Teaching- Learning               | Principal, Vice-Principal, HODs, Faculty and Staff |
| 6     | Research & Development,          | Principal, Research Coordinators                   |
| 7     | Student admissions               | Principal & Admission Incharge                     |
| 8     | Departmental activities          | HODs and Faculty                                   |
| 9     | Training & Placement             | Principal, Placement & Training Incharge and HODS  |
| 10    | Library                          | Principal, library coordinator                     |

## **Conclusion**

The strategic plan and deployment is an attempt to pave the road for DRKVSRLT to attain the goals it aspires to achieve. Simply specifying the basic arrangement does not ensure a positive conclusion, but it does provide a guiding framework, which an aggregate effort is delivered by the cycle of participatory brainstorming of stakeholders. Through a strong cycle, the proper implementation of initiatives through cooperation with Great Spirit leads to accomplishment and manageability over a longer period of time. It requires on-going development to integrate lessons learned during implementation and underlines the importance of IQAC in assuring implementation quality.