*Strategic Planning*

*And*

*Deployment Document*

*(2019-2024)*





St.Vincent Educational Trust’s

*Samskruti College of Engineering and Technology*

***1***

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***Message***

Samskruti College of Engineering and Technology was established by St.Vincent Educational Society in 2005 is known for its contributions in social and educational activities. With a noble social cause to provide quality technical education at reasonable fees, the trust established Samskruti College of Engineering and Technology at Ghatkesar, situated in Hyderabad, Telangana State. The institution is run as zero profit organization. The management looks towards the education as a social service and committed to help, spare time and efforts for overall development of students. The institute is governed by a governing board with representation of industrialists and academician.

However the institute is earned good reputation, the preparation of **‘Strategic Planning & Deployment Document’** is the notable step to shall embark its journey of success in the next five years. The distinguished faculty members under the leadership of Principal, Deans and HoDs brought out the best possible detailed strategies and its deployment plan. I am confident that this leadership will implement the strategic plan in its total spirit.

I congratulate to Principal, HODs, Faculty, staff and students and extend my best wishes for their future journey.

*Chairman*

*Governing Board*

***2***

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***Preface***

For any organization, strategic planning is very much 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 highly 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 SPDD addresses vision, mission which the management dreams along with core values, institutional long term & short term goals. These are defined and provoked by the stake holders (management, leadership, HODs, faculty, staff, industry, students and parents) through SWOC analysis. After analyzing the internal and external environment, the institutional goals were set up in all possible growth domains through a brain storming sessions 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 every stakeholder to build a spirit of ownership which is vital for success of any organization. The strategic plan and deployment is circulated to all the departments. Utmost care has been taken to spell out clearly the implementation and monitoring by identifying measurable targets in line with the desired outcomes. The SPDD is discussed thoroughly and approved by the Governing Board.

The SPDD will synchronize the processes and efforts of the institution and it will also ensure that SCET will become one of the most preferred technical education institutions in the state of Telangana by 2024.

***3***

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***Vision***

To be an Institution moulding globally competent professionals as an essence of noble values.

***Mission***

To transform the young generation as technically competent, ethically sound and socially committed professionals by providing a vibrant learning ambience, for the welfare of Society.

***4***

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***Core Values***

Core values are the pool for organizations to smoother the progress of organizations and to ensure healthy organizational culture around us. The Core Values of the Institute will offer agenda of procedures for intentional engagement in the following ways.

**Student Centric**: Our institute is established to craft our students as competenttechnocrats with quality technical education and fulfill global need of the society. Plethora of facilities is provided for learning, knowledge creation and interaction to become innovators, leaders, and positive contributors to society.

**Empowerment of Faculty:** Progression of the institute is depends upon humanresources. SCET family believed in the integrity, accountability, transparency, diligence and discipline. Faculty development programs, carrier advancement programs, performance appraisal are provided to ensure excellent work environment and development of the institute.

**Management:** It is well known that core values of management are influentialshaper for organization culture. For organizational development, support from management is the key element for progression. Management is committed to provide technical education in rural area. The management inspires our faculties and staff to endorse key behavior and lead institute successfully.

**Value of quality**: Consistent efforts from top management, faculties, staff andalumni are always in the direction of quality. Quality is the continuous process to reduce lacunas of organization. The Institute never compromise with its quality. Our aim is to encourage, empower, enable our student to ensure best valued person in society.

**Heighten the excellence:** We believe in giving our best in every domain we do atinstitute. SCET family is, confident, competent, focused and passionate about the work that leads to achieve excellence in organization

***5***

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***SWOC Analysis***

**Strengths**

* Experienced and proficient teaching and support staff
* MoU with TASK Programme (Industry-Academia partnership), and TIME Academy to impart training on Business English Certificate Programme.
* Computerized central library and digital library with ease access to e-Journals [DELNET], JGATE, NDigitaland
* 6000 NPTEL video courses through intranet.
* Value-added courses like SAP, AUTOCAD, MAT Lab, STADD, PLC, VLSI, Embedded System,Android etc.
* College Management System – ECAP to connect students, staff, parents and management.
* Consistent Placement record of students in leading organizations
* A strong ethos of openness, sharing and commitment to increasing parental confidence through Proctorial System and stakeholders meet once in a year to obtain feedback and take corrective actions.
* Regular Faculty Skill Development and Motivational training programmes are conducted

**Weaknesses**

* Curriculum, too restrictive and rigid
* Lack of Funded Projects and Consultancy works
* Lack of research work for societal development and patents
* Fewer number of faculties with Ph.D qualification
* Lack of quality research publications
* Scope for Students’ project internship in industries and national laboratories
* Development of web-based online training, learning-ware courses which mutually helps teachers and students

***6***

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**Opportunities**

* Campus is viable for conducting research work.
* Foundation for Innovative and Collaborative Education.
* Innovative in-house projects for UG and PG Students.
* Transforming the students to make Industry Ready for Job Opportunity.

**Institutional Challenge**

* Competition from local and regional institutions.
* Admitting sufficient number of quality students with strong interest in engineering.
* Create awareness for engineering profession and related job opportunities.
* Providing scope for employability of the students in volatile market.
* Promoting study-abroad and student-exchange programme for higher semester students.
* Exposing the teaching faculty to the Industrial scenario.

**7**

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***Strategic Goals***

SCET Leadership Team after brain storming on the vision, mission, quality policy, core values, stack holder’s expectations and SWOC analysis arrived at the step to establish Institution Strategic Goals (ISG)

**Institution Strategic Goals (ISG):**

1. Ensuring good governance
2. Establishing effective teaching learning process
3. Developing leadership and participative management
4. Developing financial management
5. Put emphasize on Institute – Industry interaction
6. Development of entrepreneurship
7. Encouraging research and innovation work
8. Establishing Internal Quality Assurance System
9. Ensuring student’s development and participation
10. Ensuring staff development & welfare
11. Increasing Alumni Interaction
12. Engagement in Community Services and Extension Activities
13. Developing physical infrastructure
14. Getting accreditations from statutory bodies

***8***

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***Strategic Planning (2019-2024)***

* *NBA Accreditation – 2021.*
* *UGC 2(f)/12(B), Autonomous .*
* *Quality Placements and higher studies opportunity for Students .*
* *Motivating faculty members towards Ph.D. & Publications and CAS.*
* *Sufficient Financial provisions in the institutional budget for research activity.*
* *Fostering innovative research activities.*
* *Increase in number of MOUs.*
* *Serving the society, forever….*

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| **Good governance** | * Vision, Mission development & their articulation * Evaluation of Institute performance and Benchmarking * Institutional strategic goals setting * Institutional Strategic development plan * Establishing Quality Management Systems * Establishing organization structure * Establishing statutory committees * Establishing E governance Cell * Leadership development through decentralization * Establishing internal audit committee * Code of conduct and policy formulation, approval   and implementation   * Establishing fair and transparent performance   appraisal system   * Inclusion of industrialist on GB |
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***9***

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| **Teaching learning**  **process** | * Academic planning * Development of teaching plan as per OBE * Development of teaching aids * Procurement of teaching, learning & evaluation   software   * Development of e- learning resources * Adoption of ICT * Establish research culture * Providing mentoring and personal support * Create fair feedback system * Conduct training need analysis * Evaluation parameters and benchmarking * Continuous assessment to measure outcomes * Performance development through credit system * Implementation of best practices |

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| **Leadership and**  **participative**  **management** | * Motivating through interactions * Reporting structure * Decentralize the academic, administration and   student related authorities & responsibilities   * Prescribe duties, responsibilities and accountability * Rotation of key posts to build leadership * Portfolio assignments * Establishment of functional committees |
| **Financial**  **management** | * Framing & implementation of Procurement and   Financial policies   * Department wise Budget planning * Expenditure management * Forecasting income & expenditure * Surplus Fund Management / Emergency plans * Budget formulation & approval through Finance   Committee   * Periodic Internal/ External Audit |

***10***

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| **Institute – Industry**  **Interaction** | * Formation of industry institute interaction cell * MoUs with industries * Formation of Industrial Advisory Board * Support for internships, visits, trainings, * Guest Lectures * Identifications of industry needs and advice on * Curriculum * Providing opportunities for Industry based/sponsored projects * Providing career guidance * Strengthen training & placement * Establishing centre of excellence |
| **Entrepreneurship** | * Establishment of Entrepreneurship Development   Cell   * MoUs with training institutes * Providing training & guidance for entrepreneurship * Establishing incubation centers |
| **Research and**  **Innovation** | * Dedicated R&D facilitation & documentation Centre * Publishing papers in quality Journals with SCI, Scopus, Thomson Indexing. * Fund raising through Project proposals * Apply for TEQIP/Government/ other funding * Collaborations with IITs & other Govt. and Private research organizations * Appointment of Patent Attorney & Patent filing |
| **Internal Quality**  **Assurance System** | * Establishment of IQAC * Framing of Quality Policy & publishing * Educating & Training of all employees * Periodic check & guidance * Establishment of audit team and process * Audit and remedial measures * Identifying best practices * Formation of Quality circle & functioning * Annual report preparation & submission |
| **Student’s**  **development and**  **participation** | * Budget allocation * Establishment of infrastructure * Student’s representation * Participation in competitions * Organizing competitions * Rewards & recognitions of achievers |

***11***

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| **Staff development &**  **welfare** | * Recruitment Policy formation/refinement & implementation * Staff performance evaluation system * Staff Training * Best work facilities and infrastructure * Membership of professional bodies * Code of conduct & service rules * Staff welfare policy formation and implementation * Career advancement scheme * Rewards, recognitions and incentives * Deputation for seminars, conferences * Sponsorship/ Motivation for qualification improvement * Support for research, consultancy, innovations |
| **Internal revenue**  **generation** | * Establishing infrastructure * Identification and Strengthening of IRG activities * Policy for Incentives to staff * Advertising & marketing |
| **Alumni Interaction** | * Alumni Data base creation, Regular interactions with   alumni and networking   * Recognition of successful alumni * Leverage for guest lecturers/internships/placements * Exploring Contributions * Brand ambassadors * Sponsorships/scholarships |
| **Community Services**  **and Extension**  **Activities** | * Budget from institution * resources/Faculty/students/other donors * Identify nearby villages for adoption * Projects based on rural challenges * Provide vocational training /job oriented training as * per local needs at the institute * Educational support to village students * Conducting awareness camps |
| **Physical**  **infrastructure** | * Smart Class rooms, Tutorials, Seminar halls * Modernization of Laboratory & equipment * Library infrastructure up gradation * Establishment of Virtual lab and networking   System up gradation   * Functional facilities for e-learning * Safety & Security management * Water facility * Medical facility * Developing sports ( indoor/outdoor) facilities * Hostels facility within the campus * Plantation * Rain water harvesting * Renewable Energy harvesting * Hygiene, solid waste management (zero plastic   usage, dry & wet refuse)   * Recycling waste water |

***12***

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| **Accreditations** | * Discussion in Governing Body and approval for   Accreditations   * Resource planning & budget approval * Constitution of committee to prepare * Accreditations Plan * Establishment of Accreditation cell * Preparation of reports * Inspections facilitation & remedial measures |

***13***

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**Strategy Implementation and Monitoring**

After approval of Strategic development plan by Governing Body the next step is its implementation. When being implemented, the progress of strategy shall be measured from time to time. Hence the measurable success indicators are clearly spelt out in the implementation document. The Principal along with Local Management Committee will be the custodian for strategic plan and its deployment.

**Implementation at Institute Level**

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| Governance &  Administration | Chairman & Members of GB, Administration  Office |
| Branding /Expansion | GB members, Local Management Committee |
| Students Admissions | Principal, HODs, Admission team |
| Statutory Compliance | Principal, HODs, all Deans, Coordinators |
| Infrastructure (physical) | GB, Chairman |
| Infrastructure (Academics) | Principal, HODs, Dean (Academics) |
| Teaching- Learning | Principal, Dean (academics), HODs, Faculty and Staff |
| Research& Development | Dean (R&D), HODs |
| Students Development | Dean (Academics), HODs |
| Departmental Activities | HODs and Faculty |
| Training &Placement | TPO & HODs |
| Quality Assurance | IQAC team |

***14***

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**Measurable during Implementation**

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| **Good governance** | * Vision Mission , Dissemination & Review * Organization structure in place * Degree of decentralization * Degree of E governance * Resource mobilization * Staff appraisal in place * Service rules & benefits |
| **Effective teaching**  **learning process** | * No. of teaching aids * Syllabus completion * Student Centric Learning, * Mini projects, Major projects, Seminars * No. of learning resources * No. of student counseling/mentoring/training sessions conducted * Result of examinations (Pass, First classes, Distinctions) * PO attainment levels(Direct/Indirect) |
| **Leadership and**  **participative**  **management** | * Reporting structure in place * Decentralization in various domains -   academic, administration, staff welfare, student development, infrastructure management – appointments of section heads & deans   * code of conduct - duties, responsibilities and accountability * Functional & statutory committees – no. of meetings/ semester, minutes of meetings, planning & implementation |
| **Financial management** | * Annual Budget forecasting income &expenditure * Utilization / Allocation of funds * Internal & External Audit |
| **Institute – Industry**  **Interaction** | * No. of active MOUs/Dept * No. of Initiatives/activities through MOUs |
| **Training & Placement** | * Number of career guidance trainings * Number of skill development trainings * Number of placement drives participated * Number of placement drives organized * Number of placements |
| **Entrepreneurship** | * Establishment of incubation center |
| **Research and innovation** | * Publications in national/international journals and conference proceedings * Patents published * Conferences & workshops organized * MOUs signed with research and   industrial organizations |
| **Internal Quality**  **Assurance System** | * Number of IQAC initiatives * AAA audit report |
| **Student’s development**  **and participation** | * Number of student participants * Encouraging students to participate in number of sports, technical, cultural events organized |
| **Staff development &**  **welfare** | * Staff training programs organized * Number of memberships of professional bodies |
| **Alumni Interaction** | * Alumni data base, Interactions * Support for internships/placements/ projects/ consultancy * Contribution towards institution development. |
| **Community Services and**  **Extension Activities** | * Adoption of villages * Trainings/ awareness camps provided |
| **Infrastructure - physical** | * Annual budget allocated & utilized * Renewable energy source development * Green initiatives |
| **Infrastructure -**  **Academic** | * Number. of Volumes & Titles in library * Number of National& International journals Number of e-learning recourses (QR Code/ moodle/google classroom/ my examo/ nptel /video lectures etc) * Digital Library * Smart Classroom * Virtual laboratory |
| **Accreditations/**  **Recognitions** | * NAAC |

***16***

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**Monitoring of strategic plan**

The implementation of strategic plan will be monitored time to time by local management committee through periodic review. The section heads will prepare the detailed progress report and present it in the LMC 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 LMC directly. With through analysis of outcomes and based on IQAC report, the LMC will recommend the corrective actions, need of refinement of processes and deployment of resources. All these reports will be forwarded for further discussions and approval of GB.

***17***

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***Conclusion***

The SPDD is an effort for chalking down a pathway towards accomplishment of goals we dream to. Mere formulating the strategic plan doesn’t ensure success, but it provides a guiding framework which is a collective wisdom 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. The strategic planning is not a static document but it is dynamic process which must respond to the changing environment. There are restrictions in spelling out the detailed processes to be deployed to get the desired outcomes. Hence it needs continuous evolution to incorporate the lessons we learn during the implementation. It emphasizes the role of IQAC in ensuring the quality of implementation by periodic evaluations of outcomes.

***18***

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