VIGNAN'S INSTITUTE OF ENGINEERING FOR WOMEN

Approved by AICTE, New Delhi & Affiliated to JNTU Kakinada
Kapujaggarajupeta, VSEZ (Post), Visakhapatnam – 530 049

STRATEGIC PLAN
2016-20

"The very spring and root of honesty and virtue lie in good education"

-Plutarch

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Introduction:

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, In- charges and senior faculty members developed the strategic plan.

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.

1. Profile of the Institute

Vignan's Institute of Engineering for Women (VIEW) is a pioneer educational institution established in 2008 under the Chairmanship of Dr. L Rathaiah with an objective of imparting quality education to girl students with all facilities and infrastructure. It is located in Visakhapatnam, one of the fastest growing cities of Andhra Pradesh. The campus is housed amidst industrial atmosphere conducive for vibrant Industry - Institute Interaction.

The institution, with their diverse and dynamic community of about 2300 students offering various courses in Engineering stream like EEE, ECE, CSE, IT and MECH at the Graduate level and MBA and M. Tech at the Post Graduate level. Since inception the institution has been contributing its fullest in producing global technocrats, managers and professionals of excellence to equip the Indian industry with cutting edge expertise and awareness. The Institute is bestowed with qualified and experienced faculty and the state-of-the-art Infrastructure.

VIEW provides a variety of stimulating environments for intellectual development, free thinking, and personal growth, challenging its students with dynamic learning opportunities and equipping them with the skills, insights, attitudes and practical experiences that are necessary to take up responsibilities in the society. While students at VIEW immerse themselves in academics, the college has a lot in store for them outside the classroom. Student life includes participation in sports, recreational & co-curricular activities and cultural events. In short, at VIEW students will find an academic and social environment where everyone- from faculty members to peers help shape their future. VIEW is a non-minority, self financed institute approved by AICTE, New Delhi vide order F.No.730-50-590(E)/ET(W)/2008 Dated 27/06/2008 and affiliated to Jawaharlal Nehru Technological University, Kakinada and follows the university's curriculum and academic regulations. VIEW has developed into a reputed Engineering Institution with ISO 9001: 2015 certifications, and has been preparing for Accreditation of NAAC & NBA.

2. Vision

To be a leading institution of women empowerment producing internationally accepted professionals with psychological strength, emotional balance and ethical values.

3. Mission

- M1: To empower women engineers through innovative teaching-learning practices.

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- M2: To encourage for higher education and research with well-equipped laboratories.
- M3: To promote entrepreneurship through creativity and innovation.
- M4: To promote environmental sustainability and inculcate ethical, emotional and social consciousness.

4. Core Values

1. Eco Friendly campus:

VIEW supports eco-friendly environment through facilities that range from a splendid lush green campus to world-class green-building infrastructure. VIEW encourages innovative energy and water efficiency measures for a resource-efficient future.

2. Community development:

VIEW empowers the under-privileged and the socially disadvantaged sectors of the community by offering Training and Development in **Employability Skills and Entrepreneurship Initiatives** with the participation of the community and in collaboration with the Government and Corporate.

3. Global Vision:

VIEW plans and performs with a global vision. To become an Institute of great repute, in the fields of Engineering, Technology and Management studies, by offering a full range of programmes of Global standard to foster research, and to transform the students in to Globally competent personalities.

4. Moral Integrity:

VIEW believes that without a sense of proportion there can be neither good taste nor genuine intelligence, nor perhaps moral integrity.

5. Quality Policy

To impart instructions and training of international standard in an environment conducive to an effective teaching and learning process with a goal to continually develop the institution as a trendsetter in the academic field and a Center of Professional Excellence with emphasis on Character, Health and Education. To synthesize and analyze the potential needs of the society and the global market and to mould the rural youth to practice engineering profession with confidence, courage, competence and integrity, achieving continual improvement and universal acceptance.

Quality Objective

1) To provide our students technical knowledge and hands on experience by providing quality education system through Theory and Practical Classes including latest e-learning practices.

2) To impart necessary training for acquiring the soft skills and thus make them employable while in campus.

3) To empower our Faculty and Staff to update their knowledge from time to time for facilitating our students in their learning process.

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4) To achieve excellent results for our students both in academics at the College / University Level and also on Campus Placement.

5) To continually improve our Quality Education System through customer satisfaction duly monitoring their feedback from time to time.

6. 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

Strengths

✓ Learning oriented ambience with academic discipline and dedicated faculties
✓ Visionary Leadership with highly qualified and efficient faculties
✓ High success rate in university exams
✓ State-of-the-art Infrastructure
✓ Advance campus facilities and equipped laboratories in all department
✓ Special mentoring for personal attention and to keep track of students' progress
✓ Open spaces, lawns and gardens in campus supplement to elevate the grandeur of the environment and provide calm, peaceful and conducive atmosphere for academic pursuits
✓ Festivity campus environment with wide co-curricular and extra-curricular activities.

Weaknesses

✓ Less number of faculties with doctoral degree and industry experiences.
✓ Unable to execute innovative plans due to impediment of financial resources due to delay in government procedures for reimbursement of scholarship and tuition fees.
✓ Lack of Industrial Consultancy
✓ Inflexibility of academic structure and curriculum
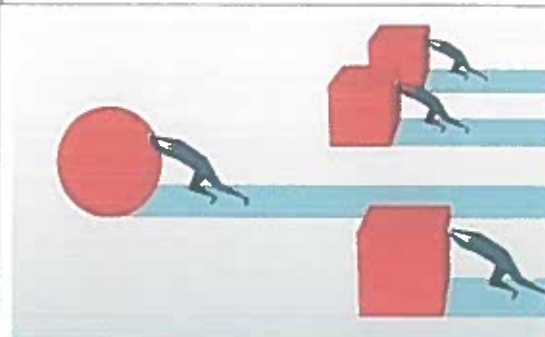✓ Student's intake from poor socio-economic background with low entry level scores and poor language competence

Opportunities

- ✓ Strengthening collaboration with industry in research, consultancy, training & internships.
- ✓ To develop research centres in every department and get research grants
- ✓ To achieve NBA, NAAC accreditation and Autonomous institution status
- ✓ To get recognition of UGC 12B
- ✓ To develop partnership and sign MoUs with nearby industries and research organizations to facilitate the students and the teachers
- ✓ Networking with other institutes and organizations
- ✓ To receive Government funding and Research Grants

.Challenges

- ✓ New emerging technologies
- ✓ Competition-Admission of QualityStudents
- ✓ Faculty retention.
- ✓ Continuation of Industry Recession
- ✓ Too many private Universities gettingstarted
- ✓ To get adequate number of full-time PhD students for enhancing research outcomes. To maintain the higher teachers cadre ratio due to scarcity of competent Ph.D. holders
- ✓ Rapid changes in all the disciplines
- ✓ and correspondingly changing expectations from industry andsociety
- ✓ Impediment in generating funds from
- ✓ tuition fees due to governmentdelayed procedures

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 quantityof research, holistic development of students, engagement with industry and alumni, and enhance student experience

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Short Term Goals

- Quality assurance and endurance through Accreditation NBA and NAAC
- Academic excellence by achieving by 100% pass in examinations
- Encouraging students' participation in co-curricular, and extracurricular activities
- Honing life skills of the students
- To conduct add-on programs relevant to Industry
- Organizing programs on entrepreneurship
- Arranging 80%-90% placement for students
- To start new UG/PG programs in emerging areas thus improving the potential of employability among students

Long Term Goals

- To attain the status of Center of Excellence in Technical Education and Research
- To be ranked at top in the list of NIRF Technical institutions in India
- Permanent affiliation from the affiliating university by 2022-23.
- 2(f) & 12(b) status
- Autonomous status for the institution by 2023-24.
- To offer viable programs of relevance for upliftment of rural students and populace
- To integrate the academics and R&D programmes by forging alliances with research organizations, government entities, industries and alumni.

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8. Strategic Planning and Deployment

Strategic Plan	Deployment
Effective teaching and learning process	• 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 counseling 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
Student and faculty development and participation	• Training sessions and Guest lectures on confidence building, motivation and life skills for students and faculties • Formation of department forums and student'scommittee • Organising 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
Accreditation from statutory bodies	• 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	• Reviewing ad 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	• Funds raising 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	• 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
Industrial and Alumni Interaction	• 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

Physical infrastructure and facility	• 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	• Supports for internships, visits, training, guest seminars,Carrier guidance Dedicated team • Modernization of infrastructure (interview & conference rooms) • Video recording of mock up interviews of students andfeedback • Awareness programmes • Company specific training programmes
Entrepreneurship and Incubation	• 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 establish incubation centers in specialized areas of Engineering • To encourage students and faculty to establish research and development start-ups on campus

9. 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. Besides, the Institutional Committees will hold review meetings on a monthly basis and will facilitate the proper implementation of the strategic plan.

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