STRATEGIC and DEVELOPMENT PLAN

(for the period from the academic year 2019-20 to 2024-25)

The institution has a Strong Strategic Plan aiming at the following clearly formulated objectives:
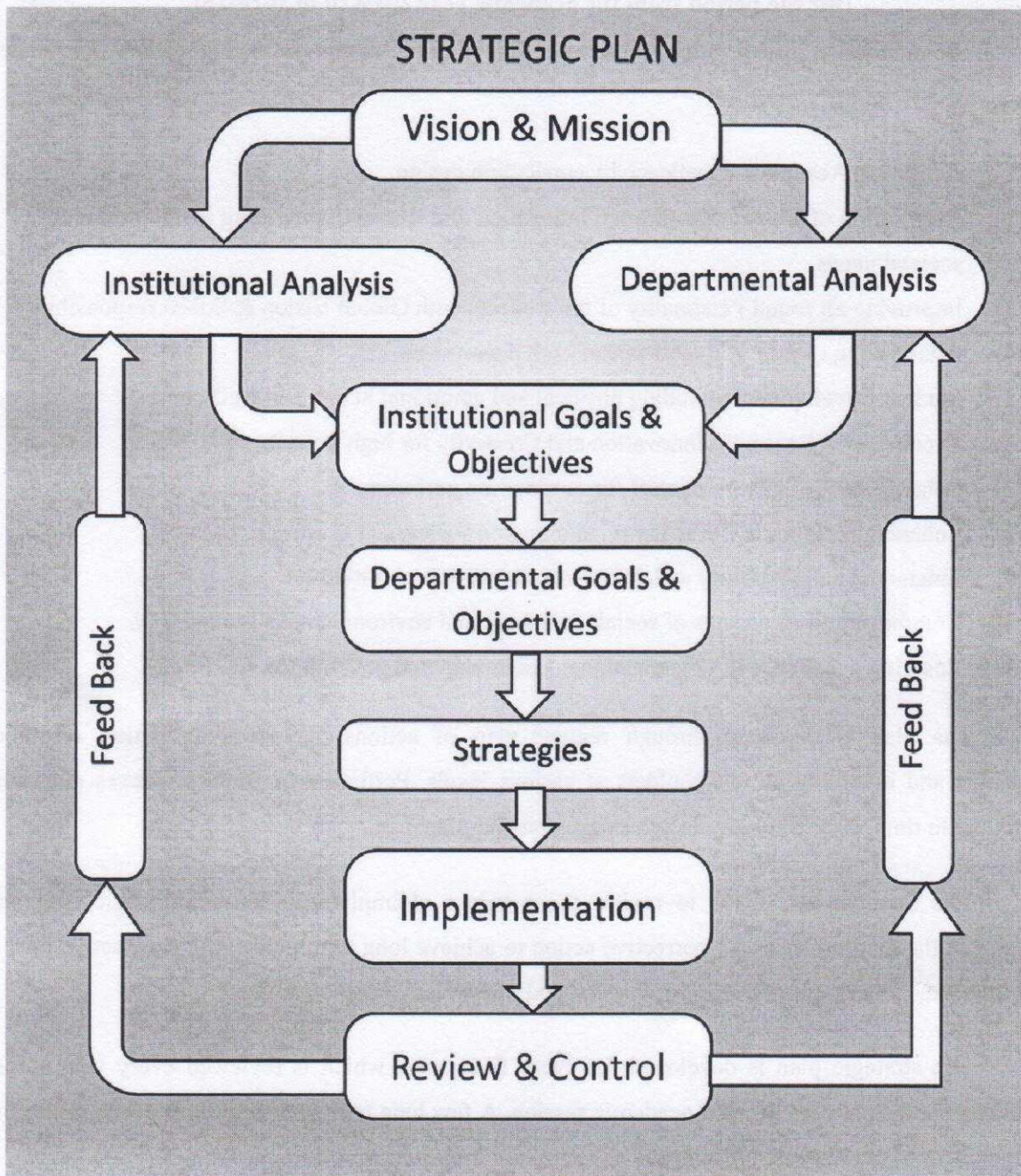
1) Achieving Academic excellence by curriculum design.
2) Exploration of Knowledge through Innovation and Research providing inclusiveness to societal needs.
3) Improving all round Personality of the students with Global Vision & Social responsibility.
4) Establishing Centre of Excellence at each department
5) Student Development including physical and emotional health and well-being.
6) Excellence in Research, Innovation and Creativity for high impact.
7) Enhancement of quality of staff for outstanding performance.
8) Enhancing relations with industry, alumni and society.
9) Enhancing employability and promote entrepreneurial initiatives.
10) Committing to all aspects of social, economic and environmental sustainability.
11) Ensuring excellence in Organizational Leadership and governance.

The plan is deployed through regular plan of actions, day-to-day-activities, resource-allocation and involving all stakeholders at various levels. Performance, quality indexes measured from time to time, provide clarity in achieving strategic-plan.

The Institute has IQAC to review the progress of implementation of Strategic Plan and Policies of the Institute and take corrective action to achieve long term goals. The perspective plan is developed keeping in mind the vision, mission and objectives of the institution.

The strategic plan is developed for every five years, which is reviewed every year before finalizing the annual plan for next academic session. A few long term and short term goals, set for the development of the institute are attached as additional information.

The Strategic Plan ensures that the set targets are achieved through accountability process, comprising of review, evaluation, reporting and re-planning. The Perspective Plan for the development of the institute is presented below:

STRATEGIC PLAN

Vision & Mission → Institutional Analysis → Departmental Analysis → Institutional Goals & Objectives → Departmental Goals & Objectives → Strategies → Implementation → Review & Control → Feed Back

The Genesis & Growth

The Rayapati Venkata Ranga Rao and Jagarlamudi Chandramouli (R.V.R. & J.C.) College of Engineering, Chowdavaram, Guntur trains undergraduate and postgraduate students in Engineering and Management for award of degree from Acharya Nagarjuna University.

Established by the renowned Nagarjuna Education Society (1967) in the year 1985, the College drew its initial impetus from Peoples Representatives, local doctors, charitable trusts and commercial houses of Guntur District. Today, it enjoys flagship status among the eight constituent institutions that are governed by Nagarjuna Education Society. The founder-members of Nagarjuna Education Society and their successors have provided abundant inputs to turn a mere 3-course-180-intake College into a 16-course-1428-intake edifice by the Year 2019-20.

The premier status of the institution is made possible by sticking to our core-principles of student-focus, Human Resource Development and emphasis on total quality. Training the students beyond the defined borders of the curriculum is a basic emphasis, the college dearly practices. The college periodically tested its own standards and standing among the fraternity of colleges, securing Accreditation from National Board of Accreditation, AICTE in 1998, 2002, 2007, 2012, & 2017. The A.P. State Council of Higher Education (APSCHE) too awarded the second best rating in `Academic Audit and Grading' in 2004. The Awards of Best Performing U.G. College in the university examinations, consecutively for the last three years and a place among the `Top-100 Engineering Colleges' in the country completes our history of major achievements. The College practices the modesty of looking for new starting lines than be content with the finishing lines reached. We admit, we have miles and miles to go before we complete our mission.

Institute vision:

> To develop integrated manpower with right attitude, possessing knowledge and skills, required to make an honourable living and contribute to the socioeconomic development and welfare of the society.

Institute mission:

> To produce globally agile graduates with value orientation, professional competency, critical and creative thinking and lifelong learning.

> To enrich the society through education and research by generating proficient manpower, capable of contributing to the needs of the industry.

> To provide conducive learning environment, encompassing knowledge, communication and soft skills that enables the students to transform themselves into global leaders.

Quality Policy:

To pursue standards in all endeavours, with a holistic educational motive of continuous monitoring, evaluation and improvement, aiming at the total satisfaction of the stakeholders.

Quality Objectives:

- Maintaining state-of-the art infrastructure and congenial learning environment
- Enhancing the competencies of faculty by making them adaptable to all modern and innovative methods in teaching-learning process
- Promoting research and development programme for the growth of economy
- Ensuring continuous improvement of Quality Management Systems to meet the needs and requirements of all its stakeholders

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Values and Core Principles:

The culture of an institution is a shared system of values, beliefs and attitudes that shapes and enhances behaviour. "The culture is determined through the organization from top to bottom and we must live our values to continuously improve." We define our culture broadly by six operating Core Principles that guide us.

1. **Student Focus** - The primary focus is not only to educate the students but to inspire them to become innovative and contribute to the society.
2. **Strengthen Faculty and Staff** - The faculty inspire us and direct all we do academically. "The staff deliver the administrative services and partner with the faculty". Newer inputs have to be added continuously to the capabilities of people.
3. **Foster Leadership and ethical decision making** - Leadership and ethical decision making are essential for the growth of the organization and individual.
4. **Committed to accountability and excellence** - If we are to remain relevant and attract the best of the students and faculty, the culture of excellence shall pervade the whole institution both in academic and administrative areas.
5. **Focus on Resource Management** - The financial well-being of an institution is critical for its success. "We embrace responsibility-centred Management for improving our financial strength".
6. **Heighten Reputation** - All the units of the institution will gain in many ways through reputation and it is everyone's endeavour to add to the reputation.

While our strategy for action may not directly reflect our core principles, they invariably go into our basic planning & development processes.

It is our endeavour to improve continuously, with the suggestions of our academia, public, Alumni and students, without abandoning our culture and core principles.

Long Term Goals :

LG 1. To Create Centre of Excellence

- Creation of Centre of Excellence (COE) by utilizing the resources and expertise in each cluster.

LG 2. To Provide Modern Infrastructure Facility
- Develop infrastructure for carrying out R&D activities
- Academic infrastructure to be strengthened further
- Strengthen campus wide networking
- Modernization of laboratories
- Upgradation of Central Library

LG 3. To have 70% of Faculty with Ph.D., qualification
- Encourage faculty to register for Ph.D.,
- Support faculty who have already registered to complete their Ph.D.,
- Recruitment of faculty with PhD from premier Institutions in specialized area/industry expertise

LG 4. To introduce new UG and PG Programs and enhance the intake of existing programs
- Explore the possibilities of adding new UG and PG programs (based on the availability of resources and industry demand)
- Enhance intake across programs depending upon the demand

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LG 5. To facilitate students to become entrepreneurs (incubation centre)
- Conduct Business Plan and Idea Competition
- Encourage more campus companies to provide start-up opportunities for our students.
- Provide the necessary infrastructure for incubating the ideas
- Bring in mentors to hand hold the students with innovative ideas.
- Provide the seed fund to develop prototype

LG 6. To make use of technologies for providing skill sets and additional self-learning
- Adopt digital learning, e-learning solutions, and interactive sessions.
- Encourage self-learning techniques
- Adopt blended teaching-learning to maximize student learning

LG 7. To collaborate with Foreign/National institutions of higher learning and research organisations
- Collaborate with reputed Foreign universities/Institution
- Faculty exchange programs
- Partnership programs
- Collaborate with universities/Institution of repute for research activities
- Best practices from reputed academia & industry to bring holistic learning experiences.

LG 8. To establish collaborative laboratories with the support of industry
- Set up laboratories to pursue research with some of the reputed companies
- Create experiential learning opportunities by providing live industry projects

Short Term Goals

SG 1. NAAC Accreditation & NBA Accreditation for all eligible programs
- It is required to get all the eligible UG & PG programs accredited by NBA from time to time.
- To have accreditation status by NAAC from time to time

SG 2. Strengthen the campus facilities and Support systems
- Augmenting the laboratories to stay relevant.
- Online access to material on website, to further augment library resources to meet the growing needs in academia and research.
- To upgrade the internet bandwidth to support the continuous utilization of the increased usage to cater to the entire campus including hostel requirements.

SG 3. Enhance the Output in Research and Consultancy
- To enhance the quality of research publications by motivating faculty to publish in reputed journals
- Focus on increasing the external funded research projects
- Research with international collaborations
- Fostering Industry sponsored R&D projects
- Enhanced Consultancy projects

SG 4. Introduce New UG and PG Programs
- Explore the possibilities of adding new Programs by assessing the requirements in the emerging areas.
- The institute can plan to offer interdisciplinary programs

SG 5. Introduce Multidisciplinary courses /Projects
- Introduce multidisciplinary courses (cluster approach: Institutional electives)
- Encourage multidisciplinary projects

SG 6. Development of new Curriculum
- Periodically design and develop curriculum for UG and PG Programs post autonomy
- Introduce course end survey
- Introduce industry relevant courses
- Encourage interdisciplinary projects

SG 7. Foster Creativity and Innovation
- Establishing Centres of Excellence
- Establish Incubation Centres
- Apply for more patents to protect IP
- Explore possibility of patent commercialization

SG 8. Improve teaching learning Process
- Implement pedagogical innovations: OBE, active learning, open ended experiments.
- Extended classrooms (virtual class rooms): Lecture capturing
- Blended learning: E-learning, virtual labs, MOOCs, Social learning
- Comprehensive course implementation

SG 9. Organizing Technical Events
- Conduct events in cutting edge technologies and recent trends & developments across various domains
- Conduct Seminars & Expert Lectures through professional bodies
- Increase industrial visits and make it more accountable
- Conduct international conferences/symposia and pre conference workshops

SG 10. Enhance Industry Institute Collaborations
- Enhancing the number of MOUs with Industry and revisiting the existing MOUs based on its merits.
- Adjunct Faculty: Industry experts delivering part of the courses
- Collaboration with Industries for research and innovative projects.
- Increasing the connect with the Industry through guest and expert lectures

SG 11. Infrastructure requirement for e-Governance
- Creation of database for online submission of documents for approval to regulatory bodies
- Automate academic/administrative process and develop metrics to assess the performance from time to time
- Create a database to maintain the student records online
- Create process for examination and evaluation activities with secured database.

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