

K S R INSTITUTE FOR ENGINEERING AND TECHNOLOGY

(Affiliated to Anna University, Chennai)
K.S.R. Kalvi Nagar, Tiruchengode - 637 215
Namakkal District, Tamil Nadu

Strategic Plan

2016-2021



1. ABOUT THE INSTITUTION

K S R Institute for Engineering and Technology was founded in the year 2011 by the man of great insight, Thiru. R. Srinivasan. The embellishment of the college holds the new doctrine of teaching which kindles the dormant spirit towards learning. The college is an optimal place for pedagogical as well as ethical values. KSRIET contains well qualified and handful experienced faculty members who act as mentors & facilitators for the students to create a comfort learning atmosphere and to produce skilled engineers with human values. We follow RTL Method which provides students a wide-ranging knowledge, exceptional creativity and more comfort to bring out their hidden potentials into the limelight. Another distinct feature is Math Lab where students experience the joy of discovering Math concepts through exploration. Learning with understanding helps them enjoy Math and help students to visualize, manipulate and reason. Besides, Language Lab which contains interactive featured software plays a vital role in enhancing students' communication skills. Our Training & Placement Cell provides Effective and full-fledged training programmes on all the domains and Value Added Courses are organized to make the students proficient in the latest technology.

1.1 COURSES OFFERED - Under Graduation:

- B.E. Mechanical Engineering
- B.E. Electronics and Communication Engineering
- B.E. Computer Science and Engineering
- B.E. Electrical and Electronics Engineering
- B.Tech. Information Technology

1.2 COURSES OFFERED - Post Graduation:

- M.E. Computer Science and Engineering
- M.E. Embedded Systems Technologies
- M.E. CAD / CAM
- M.E. Software Engineering

2. VISION

To become a globally recognized Institution in Engineering Education, Research and Entrepreneurship

3. MISSION

- Accomplish quality education through improved teaching-learning process.
- Enrich Technical Skills with state of the art laboratories and facilities.
- Enhance research and entrepreneurship activities to meet the industrial and societal needs.

4. CORE VALUES

To achieve vision and mission, we commit to our core values of

- Integrity
- Accountability
- Quality
- Passion
- Human values and Ethics
- Student focus
- Academic Excellence
- Collaboration

5. SWOT ANALYSIS

Strengths:

1. State of Art infrastructure and Lab Facilities.
2. Dedicated and Experienced Teaching and Non-Teaching Faculty members
3. High Faculty retention
4. Free Bus Facilities.
5. Vibrant Training and Placement cell
6. Mentoring and counselling.
7. Well equipped library
8. More Extra and Co curricular Activities.

Weakness:

1. Most of the students from rural areas.
2. Many students with average communication skills.
3. Poor utilization of resource by students.
4. Need continuous motivation and monitoring.
5. Less self learning habit.
6. Less faculty members with industry experience.
7. Lack of core placement.

Opportunities:

1. Skill development programmes and trainings from first year onwards.
2. Support for career and self-development of faculty members
3. Enriching students through various activities conducted Forums, cells and Clubs
4. Academic freedom for faculty members to implement their own ideas and initiatives.
5. Alumni Interaction and support
6. More companies come for campus placement.
7. Collaboration with industry for research and training
8. Organizing more value added courses, seminars, workshops and contests

Threats:

1. Retention and Recruitment of Quality faculty members.
2. Decrease in the number of meritorious students.
3. Students attitude and interest on studies is very less.
4. Entry of many engineering institutions.
5. Gap between curriculum and industry requirements.

6. LONG TERM GOALS

K S R Institute for Engineering and Technology is committed to provide Quality Education and Training to make students outshine in the fields of Science, Engineering & Technology and make students proficient to meet the changing and challenging needs of society and industry by executing the following initiatives:

- Improving the competency level of the faculty and keeping them always innovative in the methods of teaching-learning process
- Sustaining the state-of-the-art infrastructure and amicable learning ambience
- Contributing to the academic excellence and in-depth knowledge of students
- Providing handful opportunities for Research and Development Programs
- Having Tie-ups with industries to update the latest trends and make students industry ready engineers
- Educating moral and ethical values to realize the societal needs
- Assuring continual enrichment of Quality Management System

7. YEARLY OBJECTIVES

Academic year	Objectives
2016 - 17	<ul style="list-style-type: none">➤ Get more university ranks➤ Introduce Skill Development Courses➤ Receive institutional awards➤ Introduce R & D work
2017 - 18	<ul style="list-style-type: none">➤ Get research centre approval from Anna University.➤ Sign more MoUs with Industries➤ Participate in Institutional Surveys and get ranking.➤ More Entrepreneurial activities
2018 - 19	<ul style="list-style-type: none">➤ Establish Centre of Excellence in each department.➤ Establish Industry supported labs➤ Apply for funds from Government agencies.
2019 - 20	<ul style="list-style-type: none">➤ Get NBA accreditation for all the UG programmes.➤ Apply for Patents➤ Introduce consultancy work
2020 - 21	<ul style="list-style-type: none">➤ Apply for NAAC Accreditation➤ Get NIRF ranking➤ Introduce new courses➤ Funded incubation by MSME

After the brain storming session based on the vision, mission, core values, inputs from stake holders and SWOT analysis, the following strategic goals are arrived for the development of institution.

Strategic Goals

- 1. Good Governance*
- 2. Institute Recognitions*
- 3. Physical Infrastructure*
- 4. Financial Management*
- 5. Input Quality*
- 6. Academic Excellence*
- 7. Innovation, Research and Development*
- 8. Industry Institute Interaction*
- 9. Skill Development*
- 10. Extra-curricular and Co-curricular Activities*
- 11. Placement and Career Guidance*
- 12. Alumni Interaction*
- 13. Attraction and Retention Quality Faculty*
- 14. Quality Assurance Systems*
- 15. Social Responsibilities*

Action Plan

1. Good Governance

STRATEGIES	TASKS
Governing Council	<ul style="list-style-type: none">➤ Guiding, Reviewing and approving policies➤ Monitoring Institutional Performance
Vision, Mission and Goals	<ul style="list-style-type: none">➤ Development of vision and Mission and dissemination➤ Setting short term and Long term Goals➤ Setting strategic goals and action Plan
Internal Quality Assurance Cell	<ul style="list-style-type: none">➤ Establishing IQAC cell with internal and external members.➤ Fixing responsibilities and Audit process

2. Institute Recognitions

STRATEGIES	TASKS
Accreditation	<ul style="list-style-type: none">➤ Getting NBA accreditation➤ Getting NAAC accreditation
Awards and Rankings	<ul style="list-style-type: none">➤ Applying and getting Institutional awards.➤ Participating in surveys to get ranking.

3. Physical Infrastructure

STRATEGIES	TASKS
Academic Infrastructure	<ul style="list-style-type: none">➤ Adequate Classrooms, tutorial halls and seminar halls➤ Smart class rooms with multimedia support➤ R & D Labs➤ Industry supported Labs➤ Project Labs➤ Tools for Teaching & Learning Process

STRATEGIES	TASKS
Library	<ul style="list-style-type: none"> ➤ Enhancement of Infrastructure and Furniture. ➤ Establishment of Digital & E - Library ➤ Procurement of Books and Journals. ➤ Automation of library resources and access.
Hostel, Sports and Canteen	<ul style="list-style-type: none"> ➤ Enhancement of facilities in boys and ladies hostel. ➤ Indoor and outdoor facilities for sports and games ➤ Canteens to provide hygienic food with affordable rate.
Green Campus	<ul style="list-style-type: none"> ➤ Tree plantation ➤ Landscaping ➤ Rain water harvesting ➤ Solid waste management ➤ Energy management ➤ Restriction to plastic usage

4. Financial Management

STRATEGIES	TASKS
Budgeting	<ul style="list-style-type: none"> ➤ Institute and Department wise Budget planning. ➤ Estimate of income, expenditure and revenue. ➤ Budget approval through finance committee.
Monitoring and growth plan	<ul style="list-style-type: none"> ➤ Monitoring the expenditure as per budget. ➤ Fund generation through training and consultancy. ➤ Periodical financial audit.

5. Input Quality

STRATEGIES	TASKS
Attracting higher cut off students	<ul style="list-style-type: none"> ➤ Free seat to meritorious students ➤ Fees concession to students with high cut off marks ➤ Creating an excellent learning environment ➤ Providing career opportunities in all domains.

6. Academic Excellence

STRATEGIES	TASKS
Reformed Teaching and Learning process.	<ul style="list-style-type: none"> ➤ Activity based learning ➤ Usage of modern teaching tools ➤ Participative learning ➤ Project based learning
Outcome Based Education	<ul style="list-style-type: none"> ➤ Defining course outcomes, Programme outcomes and Programme specific outcomes ➤ Defining outcome for each Teaching and Learning Activity. ➤ Implementation of Bloom's Taxonomy ➤ Continuous Evaluation and Assessment to measure outcomes ➤ Continuous process improvement based on attainments
Course plan & Content delivery	<ul style="list-style-type: none"> ➤ Preparing course plan with teaching aids for every topic in the syllabus. ➤ Development of study materials and question bank. ➤ Constituting academic team for monitoring ➤ Mentoring on academic performance and Career guidance. ➤ Knowledge updating by faculty

7. Innovation, Research and Development

STRATEGIES	TASKS
R & D activities	<ul style="list-style-type: none"> ➤ Increasing the number of faculty with Ph.D. ➤ Encouraging the entire faculty to pursue Ph.D. ➤ Quality publications in indexed journals with good impact factor ➤ Applying for AICTE / UGC/ DST grants to organize Seminars, Faculty Development Programmes and Conferences. ➤ Applying for research grants ➤ MoUs with Foreign Universities.

STRATEGIES	TASKS
	<ul style="list-style-type: none"> ➤ Encouraging faculty to attend Seminars, workshops, FDPs, conferences and online courses for updating knowledge.
R&D infrastructure	<ul style="list-style-type: none"> ➤ Modernization of all laboratories ➤ Enhancing R & D labs in each department ➤ Establishing Centers of Excellences ➤ Establishing Consultancy Cell
Innovation Activities	<ul style="list-style-type: none"> ➤ Establishing Project lab in each department ➤ Encouraging students from Ideas to product development ➤ Establishment of Entrepreneurship Development Cell ➤ Formal training programmes on entrepreneurship. ➤ Establishing incubation centers ➤ Encouraging Patent registration

8. Industry Institute Interaction

STRATEGIES	TASKS
Industry Connect	<ul style="list-style-type: none"> ➤ Establishing relationship with industries through Industry Institute Interaction Cell. ➤ Identifying industries for each department ➤ Signing MoUs with industries ➤ Membership in HR forums and other Professional forums.
Resource sharing	<ul style="list-style-type: none"> ➤ Inviting industry experts for knowledge sharing through seminars, workshops and value added courses. ➤ Making industry persons as member in Department Advisory committee and other professional bodies. ➤ Sending faculty members for industry training ➤ Training for Industry persons by our eminent faculty. ➤ Consultancy work to industries.

STRATEGIES	TASKS
Career support	<ul style="list-style-type: none"> ➤ Getting Placement, internship, in plant training and Industrial visit opportunities to students. ➤ Establishing Industry supported labs. ➤ Industry mentors for projects and career guidance.

9. Skill Development

STRATEGIES	TASKS
Placement Readiness Programme	<ul style="list-style-type: none"> ➤ Training on Problem solving skills ➤ Training on Communication skills ➤ Technical training on programming and other core domains. ➤ Soft skill Development programmes. ➤ Assessments and mock Interview
Industry Readiness	<ul style="list-style-type: none"> ➤ Encouraging students to undergo certificate courses on emerging technologies. ➤ Preparing students on values and ethics. ➤ Preparing students for lifelong learning.

10. Extra-curricular and Co-curricular Activities

STRATEGIES	TASKS
Professional Activities	<ul style="list-style-type: none"> ➤ Encouraging students to participate in seminars, workshop and technical contests. ➤ Encouraging students to publish papers in conferences and journals. ➤ Organizing events through students association and forums. ➤ Students' membership in professional societies. ➤ Professional society activities by students ➤ Organizing symposium and other professional events for students.

STRATEGIES	TASKS
Sports and Cultural activities	<ul style="list-style-type: none"> ➤ Recruitment of dedicated coaches for sports and games. ➤ Regular training to students by coaches. ➤ Encouraging students to participate in tournaments. ➤ Organizing and hosting sports competitions. ➤ Fees concession for state and national level players. ➤ Establishment of cultural and music club. ➤ Organizing nontechnical and fun events through various clubs and cells.

11. Placement and Career Guidance

STRATEGIES	TASKS
Training and Placement cell	<ul style="list-style-type: none"> ➤ Developing a dedicated team to plan and execute training and placement activities. ➤ Establishment of infrastructure for campus recruitment process. ➤ Creating database of potential core and IT industries. ➤ Identifying the industry needs and requirements. ➤ Preparing skill development plan and conducting training programmes. ➤ Creating opportunities for campus placement and coordinating campus recruitment process. ➤ Planning and execution of internship opportunities.
Career Guidance	<ul style="list-style-type: none"> ➤ Establishment of Higher education cell ➤ Establishment of centre for competitive exams. ➤ Organizing career awareness programmes.

12. Alumni Interaction

STRATEGIES	TASKS
Alumni Association	<ul style="list-style-type: none">➤ Establishing office for Alumni association at campus➤ Establishing Alumni Chapters➤ Creating Alumni Portal in website and updating Database➤ Organizing Alumni Induction programme every year.➤ Conducting Alumni meets every year at Department and Institutional levels.
Alumni Engagement	<ul style="list-style-type: none">➤ Regular interactive sessions with students by Alumni➤ Inviting Alumni as resource person for seminars and workshops.➤ Alumni participation as board of members in professional committees of the institution.➤ Alumni mentors for project guidance➤ Support for placements and internships.

13. Attraction and Retention Quality Faculty

STRATEGIES	TASKS
Conducive working environment	<ul style="list-style-type: none">➤ Formulation of HR policy and implementation for faculty welfare.➤ Providing best infrastructure and facilities.➤ Recognitions and rewards➤ Sponsorship to participate in seminars, workshops, FDPs and conferences.➤ Providing Quarters facilities.➤ Free bus facilities➤ Group Insurance➤ Establishing recreation club.➤ Organizing celebrations, fun events and completions through staff club.

14. Quality Assurance Systems

STRATEGIES	TASKS
Internal Quality Assurance Cell (IQAC)	<ul style="list-style-type: none">➤ Setting up IQAC team to improve the academic and administrative performance of the Institution.➤ Establishing audit process and audit team.➤ Accreditation and Rankings
Department Advisory Committee. (DAC)	<ul style="list-style-type: none">➤ Improving the quality and the academic performance of the department.➤ Providing inputs on academics, research, administration and development of the department.➤ Defining and reviewing the academic standards.
Professional Committees	<ul style="list-style-type: none">➤ Establishment of various committees and cells for the institutional administration, governance and development.

15. Social Responsibilities

STRATEGIES	TASKS
Institution Social Responsibilities (ISR)	<ul style="list-style-type: none">➤ Establishing NSS and NCC units➤ Identifying and adopting nearby villages➤ Organizing health awareness camps➤ Conducting Medical camps➤ Providing medicines to the needy people➤ Organizing Dental and Eye camps➤ Organizing events on community services

Implementation and Monitoring of Strategic Plans

Various committees, cells, clubs, forums and associations are formed to implement strategic plans and to monitor the progress towards strategic goals. The progress shall be measured periodically through IQAC. All the measures of success are clearly defined to monitor and review the progress.

LIST OF COMMITTEES

S.No.	Name of the Committee
1	Governing Council
2	IQAC
3	Central Purchase Committee
4	Finance Committee
5	Grievance Appeal Committee
6	Student Affairs and Welfare Committee
7	Games and Sports Committee (GSC)
8	Mentoring Committee and Counselling (MCC)
9	Anti-Ragging Committee (ARC)
10	Infrastructure Management Committee (IMC)
11	Planning and Monitoring Committee
12	College Council (CC) / Staff Club
13	HoDs Committee
14	Departmental Academic (Advisory) Committee (DAC)
15	Admission Committee
16	Feedback Review Committee
17	Library Committee
18	Canteen Committee
19	Cultural Committee
20	Hostel Committee
21	Vigilance Squad / Discipline Committee
22	Sexual Harassment Committee - Internal Complaints Committee

LIST OF CLUBS / CELLS / FORUMS / ASSOCIATIONS

S.No.	Name of the Cell / Forum / Association
1	Research & Development Cell
2	SC / ST Cell
3	Women Empowerment Cell
4	NSS
5	Training and Placement Cell
6	Higher Education Cell
7	Entrepreneurship Development Cell
8	Alumni Cell
9	ISTE Chapter
10	CSI Chapter
11	ICTACT
12	Yoga Club
13	Music Club
14	Science Club
15	Lingua Club
16	Tamil Mandram
17	VRICSA (CSE Association)
18	AURA (ECE Association)
19	BEES (EEE Association)
20	DIGITA (IT Association)
21	SMART (Mechanical Association)

MEASURABLE FOR STRATEGIC GOALS

S.No.	Strategic Goals	Measurable parameters for Success
1.	Good Governance	Number of meetings conducted, New initiatives, Policy Implementations. Commitment by management and Leadership team.
2.	Institute Recognitions	NBA and NAAC accreditation status, NIRF ranking, Ranking and Awards
3.	Physical Infrastructure	Number of buildings, Number of classrooms, laboratories and seminar halls, New equipments purchased
4.	Financial Management	Budget planned, allocated and utilized, Number of meeting conducted by Finance and Purchase Committees, Number of financial audits, Amount generated through training and consultancy.
5.	Input Quality	Profile of students, HSC marks, cut off marks.
6.	Academic Excellence	Pass percentage, Graduation percentage, Number of students with first class and Distinction, Student's feedback, Attainment levels of COs, Pos and PSOs.
7.	Innovation, Research and Development	Number of publications in national and International journals and Conferences, Number COEs and Project labs established, Number of patents filed, Grants received, Number of faculty members with Ph.D, Number of Project contests participated, Number of products developed, number of students turned into entrepreneurs.
8.	Industry Institute Interaction	Number MOUs signed with Industries, Number of resource persons invited from industries to organize seminars, workshops and FDPs, Number of Industry mentors, Number of internships and industrial visits, Consultancy amount generated.

S.No.	Strategic Goals	Measurable parameters for Success
9.	Skill Development	Number of training programmes organized for skill development, Number of students completed online courses and certificate courses, Number of assessments conducted.
10.	Extra-curricular and Co-curricular Activities	Number of students participated in Sports in Regional, state and national levels, Number of students presented papers in symposiums and conferences, Number of students participated in seminars, workshops, value added courses, online courses, Number of professional and cultural events organized by students.
11.	Placement and Career Guidance	Number of companies visited campus, Number of placement offers, Average salary, Highest salary, Number of students enrolled for higher studies, Number of students become entrepreneurs, Number of students appeared for competitive exams
12.	Alumni Interaction	Number of Alumni meets conducted, number of Alumni Interaction programmes organized, Alumni support for Placements and Internships, Number of Alumni mentors.
13.	Attraction and Retention Quality Faculty	Attrition rate, Faculty feedback, Average Experience, Salary, Benefits as per norms
14.	Quality Assurance Systems	Accreditations, Rankings, Annual reports by IQAC, E - governance reports, Audit statements.
15.	Social Responsibilities	Number of programmes and events organized for social welfare, Number of villages and schools adopted.