Strategic Planning and Deployment Document

(2019-2020 Onwards)

P.A.COLLEGE OF ENGINEERING AND TECHNOLOGY

An Autonomous Institution

(Approved by AICTE and Affiliated to Anna University)
An ISO 9001:2015 Certified Institution – Accredited by NBA and NAAC with 'A' Grade
Pollachi-642 002

Message

P. A. College of Engineering and Technology of academic excellence was established by the Aruljothi Charitable Trust in 2008 by Professor and philanthropist Prof. Dr. P. Appukutty with the aim to provide value based, world class quality education to young aspirants of this rural region and impart technical and managerial skills of a high magnitude to meet the growing needs of the society.

The institution is an Autonomous and approved by AICTE and affiliated to Anna University, Chennai and ISO 9001:2015certified institution. All educational programs offered by the institute as per the syllabi framed by the PACET.

PACET offers 5 UG Engineering courses on Civil, CSE, ECE, EEE, and Mechanical, 2 PG courses on CSE, PED and 2 Ph.D. programmes in CSE and EEE. PACET provides Engineering education for life, treasuring the motto — **LEARN, WORK and SUCCEED**.

The preparation of **'strategic planning& deployment document'** is the first step towards this direction. The enthusiastic faculty members under the leadership of Principal, HODs brought out the best possible detailed strategies and its deployment plan. I am confident that this team will implement the strategic plan in its total spirit.

I congratulate the Principal, HODs, Faculty members, staffs and students and extend my best wishes for their future journey towards placing the institute to anew height.

Chairman
Dr.P.Appukutty

Preface

Strategic planning is critical for an organization to achieve the Vision and Mission that it desires. In today's competitive environment, strategic planning is a continual process with a special focus on achieving institutional goals. The Strategic Planning and Deployment Document (SPDD) is based on an analysis of present impediments and future opportunities, and it envisions the direction in which the organization should move in order to meet its goals and objectives.

The first section discusses the institute's vision and mission, as well as core values and long and short-term institutional goals. Stakeholders (management, leadership, HODs, faculty members, industry, students, alumni and parents) define and guide them through SWOC analysis. The institutional goals were built up in all conceivable growth domains after analyzing the internal and external environment through a continuous thought process and discussion with HODs and faculty members. The strategies with action plans we are decided to achieve institutional strategic goals.

While developing the strategy plan and deployment document, great attention was taken to ensure that all stakeholders were included to contribute their share, which is critical to any organization's success. The implementation stages and monitoring have been clearly identified by setting quantifiable targets in line with the anticipated outcomes. This will become the guiding force for PACET in achieving its mission of becoming an academically excellent institution that provides professional services to society through skilled young engineers and managers.

Vision of the institution

To progress to become a center of excellence in Engineering and Technology through creative and innovative practices in teaching-learning and promoting research and development to produce globally competitive and employable professionals who are psychologically strong and emotionally balanced with social perception and professional ethics.

Mission of the institution

To offer academic programmes in the emerging areas of Engineering and Technology, provide training and research facilities and opportunities to promote student and faculty research in collaboration with Industry and Government for sustainable growth.

Core Values

- ➢ In line with PACET's mission, it is believed that educating and distributing information among young is one of the most effective ways to build a nation.

- ➢ Ensure that all students and staff members are treated with respect.

- ➢ Gender discrimination is definitely prohibited.

- ➢ Enhance professionalism by emphasizing positive human values.

- ➢ Encourage healthy competitiveness and team spirit.

- ➢ Create a conducive environment for good teaching–learning.

- ➢ In all activities, encourage originality and innovation.

- ➢ Equality, integrity, patriotism, and fraternity should all be promoted.

- ➢ Encourage religious tolerance and communal harmony.

- ➢ Individual differences and the dignity of each one should be valued.

- ➢ Experience, information, and abilities are shared.

SWOC Analysis

Strengths

1. Campus is ecofriendly, clean and green.

2. Committed Management.

3. Transport facilities for students and staff.

4. A team of well experienced and dedicated faculty members.

5. Well-equipped state-of-the-art laboratory facilities.

6. Excellent achievements in Sports and Games.

7. Research center facility to enhance research activities.

8. Good faculty retention due to peaceful work environment.

9. Student faculty ratio is consistently maintained over the years.

10. Good relation among Management, Principal and Staff.

11. Training and grooming of students to make them industry ready and enhancing their Employability skills by imparting technical training, soft skills, group discussion practices& Aptitude Training classes etc.

12. Achievementsinplacementbystudentsinvariousreputedorganizationsand MNC companies.

13. NPTEL Local Chapter to offer students MOOCs program.

14. Strong Alumni base helps the next generation juniors to get referrals in industrial organizations.

15. Constant mentoring, monitoring, and a strong feedback system.

Weaknesses

1. Number of consultancy works undertaken by the faculty needs to be improved.

2. Number of funded R & D projects needs to be improved.

3. Lack of core industries in surrounding areas.

4. Tie-up with professional bodies needs to be strengthened.

5. Patenting of Research output and offering consultancy services need to be improved.

Opportunities

1. Making students to become successful entrepreneurs.

2. Students and faculty exchange program with foreign universities.

3. Opportunity to develop new programmes, need based education and new modes of delivery.

4. Many faculty members have the expertise and ability to secure central funding and carryout research.

5. Good scope for community services in the economically and socially backward areas.

6. Potential for imparting soft skills to engineering students.

7. Collaborative research with other Universities.

Challenges

1. Mushrooming Engineering Colleges.

2. Changing social and economic scenario leading to unpredictable future.

3. Rapid changes in technology and industrial requirements offer a challenge for the student employment.

4. Innovative ideas and real time projects to meet the national and global challenges.

5. The quality of faculty is to be upgraded regularly to meet the national and global challenges.

Strategic Goals

After several discussions and planning, the passionate team of PACET articulated the Institution's strategic goals, driven by the Institute's Vision and Mission, Quality Policy, Core Values, Stakeholder expectations and SWOC analysis.

Institution Strategic Goals:

1.   Following effective teaching learning process

2.   Developing and following leadership and participative management

3.   Ensuring a continuous Internal Quality Assurance System

4.   Ensuring good governance

5.   Ensuring students' development and participation

6.   Ensuring staff development & welfare

7.   Developing financial management

8.   Emphasizing on Institute –Industry interaction and partnership

9.   Development of entrepreneurship

10.   Encouraging research and development work

11.   Increasing internal revenue generation

12.   Increasing Alumni interaction and participation in outreach activities

13.   Engagement in Community Services and Activities

14.   Developing physical infrastructure

15.   Enrolling memberships of professional bodies, Local chapters, students' chapter etc.

Strategic Planning

Teaching learning process	• Academic planning and preparation of Academic Calendar • Development of teaching plan as per OBE • Preparation of Lesson Plan based on CO & PO mapping • Use of more teaching aids and adopt more ICT • Development of e-learning resources • Promote research culture & facilities • Provide mentoring and personal support • Follow a transparent and fair feedback system • Conduct training based on need analysis • Evaluation parameters and benchmarking • Continuous assessment to measure outcomes • Performance development through credit system • Implementation of best practices
Leadership and participative management	• To follow reporting structure • Decentralize the academic, administration and student related authorities & responsibilities • Prescribe duties, responsibilities and accountability • Establishment of functional committees
Internal QualityAssurance System	• Establishment of IQAC • Formulating a Quality Policy and disseminating it on a regular basis • Educating & training all employees • Periodic check & guidance for quality improvement • Formalization of the audit team and process • Promoting best practices • Annual report preparation & submission

Good governance	- Vision, Mission development &their articulation in every key position - Inclusion of industrialists & academicians in the Governing Body - Evaluation of Institute's performance and benchmarking - Institutional strategic goals setting - Monitoring and Implementing the Quality Management Systems - Following organization structure - Smoothfunctioningof statutory committees - Establishing E - governance - Leadership development through decentralization - Establishing internal audit committee - Code of conduct and policy design, approval, and execution - Fair and transparent performance appraisal system and policy formulation, approval and implementation
Student's development and participation	- Budget allocation for student development programmes and activities - Training & Placement Activities for Students - Formation of student council - Student's representation in various committee and cell - Organizing competitions - Participation in competitions - Rewards & recognitions for achievers - Participation in extracurricular activities - Participating in social and welfare activities
Staff development welfare	- Recruitment Policy formation &implementation - Staff performance evaluations system - Staff Training for quality improvement - Code of conduct, service rules &leave rules - Staff welfare policy implementation - Career advancement schemes - Rewards, recognitions and incentives - Deputation for seminars, conferences and workshops etc. - Sponsorship/Motivation for qualification improvement - Support for research, consultancy and innovations

Financial management	• Framing & implementation of Purchase and Financial policies • Budget formulation & approval through Finance Committee • Department wise Budget planning and allocation • Forecasting income & expenditure • Effective functioning of purchase committee • Plans for Emergency Fund • Periodic Audit
Institute–Industry Interaction	• Formation of industry institute partnership cell • MoUs with industries • Support for internships, visits, trainings, guest lectures • Identifications of industry needs and advice on Curriculum for extra courses apart from curriculum. • Providing opportunities for Industry based/sponsored projects • Providing career guidance • Strengthening training &placement • Establishing innovation centres
Entrepreneurship	• Establishment of Entrepreneurship Development Cell • Effective functioning of entrepreneurship development cell • MoUs with organizations for entrepreneurship development • Providing training &guidance for entrepreneurship development • Bringing experts for seminar and workshop for entrepreneurship development • Establishing incubation centers
Research and innovation	• R&D facilities and incorporation • Establish and improve laboratories with more research facilities • Apply for government/non-government industry sponsored funds • Collaborations with government and private institutes, universities, and research organizations • More patent filing

Alumni Interaction	• Formation of Alumni association, participation and registration • Database creation, Regular interactions with alumni and networking • Recognition of successful alumni • Leverage for guest lecturers/internships/placements/training/ entrepreneurship • Exploring Contributions • Brand ambassadors • Sponsorships/scholarships/fund generation
Community Services and Outreach Activities	• Budget from institution /Faculty/students/other donors • Identify community and social development work • Identify challenges of society or development work • Provide vocational training /job oriented training as per local needs at the institute • Educational support to village people • Conducting awareness camps
Physical infrastructure	• Infrastructure building development & modification • Smart Classrooms, Tutorials, Seminar halls • Laboratory and equipment modernization • More ICT enabled classrooms • Library infrastructure upgrade • E-learning functionalities • Safety& Security management • Water facility • Medical facility • Improving sports (both indoor and outdoor) facilities • Plantations • Rain water harvesting • Renewable Energy usage • Hygiene, zero plastic & green campus • Recycling of water

Strategy Implementation and Monitoring

The strategy's progress should be measured on a regular basis during execution. As a result, the implementation document explicitly spells out the measurable success indicators. The strategic plan and its implementation will be overseen by the Principal, Academic Council, and other team members.

Implementation at Institute Level

Governance &Administration	Chairman & Members of Governing Body, Administration Office
Branding/Expansion	Governing Body, Local Management Committee, AO
Students Admissions	Principal, HODs, Admission team
Statutory Compliance	Principal, HODs, Coordinators
Infrastructure(physical)	Governing Body, Administrative officer, Office Manager
Infrastructure(Academics)	Principal, HODs
Teaching-Learning	Principal, HODs, Faculty and Staff
Research & Development	Principal, HODs and coordinator
Students Development	Principal, HODs and Faculty
Departmental Activities	HODs
Training & Placement	Principal ,TPO & HODs
Quality Assurance	IQAC team

Measurable during Implementation

Effective teaching learning process	✓ Number of teaching aids ✓ Syllabus completion ✓ Mini projects, Major projects, Seminars ✓ Number of learning resources ✓ Number of student counseling/mentoring/training sessions conducted ✓ Result of examinations ✓ Graduate attribute attainment levels ✓ Student feedback
Leadership and participative management	✓ Reporting structure in place ✓ Decentralization in various domains - academic, administration, staff welfare, student development, infrastructure management–appointments ✓ Code of conduct-duties, responsibilities and accountability ✓ Functional of statutory committee – no. of meetings/ semester, minutes of meetings, ✓ Planning & implementation
Internal QualityAssurance System	✓ Number of IQAS initiatives/semester ✓ Audits Reports ✓ AQAR submission

Good governance	✓ Governing Body selection (Inclusion of Academicians & Industrialist)
	✓ Number of Governing Body meetings
	✓ Vision Mission, Dissemination &Review
	✓ Organization structure in place
	✓ Degree of decentralization
	✓ Degree of E-governance
	✓ Resource mobilization
	✓ Staff appraisal &career advancement scheme
	✓ Service rules & benefits
Student's development and participation	✓ Number of student participation
	✓ Number of sports, technical, cultural events organized
	✓ Regional, National & International competitions participated
	✓ Regional, National &International recognitions received
	✓ Adequate infrastructure and funding for Sports
Staff development & welfare	✓ Organizing and attending training programs
	✓ Sponsorships for higher education
	✓ Staff awards/recognitions/incentives

Financial management	✓ Annual Budget forecasting income& expenditure ✓ Utilization/Allocation of funds ✓ Internal & External Audit
Institute–Industry Interaction	✓ Number of active MOUs ✓ Number of Initiatives/activities through MOUs ✓ Number of Initiatives/contributions by IIPC
Students Development	✓ Number of career guidance trainings ✓ Number of skill development programmes ✓ Number of vocational trainings ✓ Number of placement drives organized
Entrepreneurship	✓ Number of entrepreneurship trainings organized/participated ✓ Number of graduates becoming entrepreneurs ✓ Number of incubation center

Internal revenue generation	✓ Industry Sponsorships ✓ Funding raised through sponsored Projects ✓ Consultancy/Testing Services ✓ Alumni Contribution
Alumni Interaction	✓ Alumni database ✓ Number of interactions ✓ Support for internships/placements/projects/consultancy ✓ Contribution towards students 'development
Community Services and Extension Activities	✓ Number of trainings/awareness camps organized ✓ Number of social projects undertaken ✓ Number of Skill development programs for weaker sections ✓ Number of social welfare and outreach Programmes done
Infrastructure-physical	✓ Number of buildings, classrooms constructed ✓ Removal of obstacles ✓ New Laboratories established ✓ New equipment purchased ✓ Annual budget allocated &utilized ✓ Harvesting &Recycling of water ✓ Renewable energy source development ✓ Green initiatives

Infrastructure-Academic	✓ Number of Volumes & Titles in library
	✓ Number of National &International journals lectures etc.)
	✓ Digital Library
	✓ Smart Classroom
	✓ ICT enabled classrooms

Monitoring of Strategic plan

The implementation of strategic plan will be monitored by Principal, Academic Council and other committees through periodic review. The department heads will prepare a detailed semester report that will be presented at the Management review meetings. The IQAC will be in charge of independently benchmarking quality standards, monitoring them, and evaluating their attainment. The findings will be reported to the Academic Council and the Governing Body by the IQAC. The above will identify corrective actions, the need for additional processes, and resource deployment based on a thorough analysis of the outcomes and the IQAC report. All of these reports will be forwarded to the top management for further consideration and implementation.

Conclusion

The PACET is an endeavor to pave a route toward achieving the aims that the PACET aspires to attain. Drafting a strategic plan does not guarantee success, but it does provide a guiding framework that is delivered through a participatory brainstorming process involving all stakeholders. Through a dynamic process, the appropriate implementation of initiatives through teamwork with a positive attitude leads to success and long-term sustainability. It requires ongoing evolution to integrate lessons learned during implementation and underlines the importance of IQAC in assuring implementation quality. The ISO audits ensure that the institution's academic and administrative requirements are met.

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