

Estd. 1989

# SIR C.R. REDDY COLLEGE OF ENGINEERING

ELURU - 534 007, West Godavari Dist., A.P., INDIA

APPROVED BY ALL INDIA COUNCIL FOR TECHNICAL EDUCATION, NEW DELHI,

AFFILIATED TO JNTUK, KAKINADA

[www.sircrrengg.ac.in](http://www.sircrrengg.ac.in)



OFF : (08812) 230840, 230565  
FAX : (08812) 224193  
Email : [principal.sircrrengg@gmail.com](mailto:principal.sircrrengg@gmail.com)

Ref. No.

## STRATEGIC PLAN

Date : .....

(2017-2027)

### Preamble:

Sir C.R. Reddy College of Engineering is the flagship institute of Sir C R Reddy educational institutions. The College was established in the year 1989 and is permanently affiliated to JNTUK from the Academic Year 2017-18.

Since its inception in 1989, Sir C.R. Reddy College of Engineering has been a premier institute for quality engineering education in Andhra Pradesh under the stewardship of its broad minded and magnanimous management. The last two and a half decades has seen the Institute fulfilling its motto of 'QUALITY SERVICE & VALUE BASED EDUCATION' to the student community.

Adhering to its core values, the institute gives top priority to ethical values and high standards and a commitment to value based education. We believe in working honestly and sincerely, in building trust and in maintaining a long lasting relationship with the Society. Our team comprises of highly qualified and motivated faculty. Core competence and a friendly but efficient work culture play an important role in our overall achievements.

The College is situated near Vatluru railway gate in Eluru, the Head Quarters of West Godavari district. It is surrounded by beautiful paddy fields and is on Chennai-Howrah highway and train route. A large number of buses and trains run via this town. It is easily accessible from any part of the country by rail, road as well as air..

The College is located in its own sprawling campus with an area of 30.48 acres. The vast green campus housing several Departments provides a stimulating environment to the high caliber staff and students of the institution. The Campus at Vatluru is a place where students from all walks of life are under a single umbrella pursuing their BE/B.Tech, M.Tech and MBA course.

## **VISION**

To emerge as a premier institution in the field of technical education and research in the state and as a home for holistic development of the students and contribute to the advancement of society and the region.

## **MISSION**

M1: To provide high quality technical education through a creative balance of academic and industry oriented learning.

M2: To create an inspiring environment of scholarship and research.

M3: To instill high levels of academic and professional discipline.

M4: To establish standards that inculcate ethical and moral values that contribute to growth in career and development of society in general.

## **QUALITY POLICY**

To give emphasis on:

- Enhancing industry specific technical skills and soft skills.
- Consultancy to industry.
- Advancing scientific and technological knowledge.
- Meeting the social obligations.

## **OBJECTIVES:**

To build a productive and mutually beneficial partnership with all stakeholders including students, faculty, management, parents, employers, and alumni and to transform students into competent engineering professionals with good ethical values and societal responsibilities, the college has identified the following objectives in tune with the Vision and Mission of the institute:

- To provide students with a solid foundation in the principles of engineering and technology.
- To improve the analytical and problem-solving skills of students.
- To provide a solid foundation for good communication skills.
- To instill discipline and hard work necessary for academic achievement in students.

- To inculcate skills necessary for team work and resources management by taking up multi-disciplinary projects, participation and organization of co-curricular activities.
- To make students aware of statutory and international standards for design so as to face challenges in the industry.
- To provide an environment that will help students grow into responsible citizens with good moral and ethical values.
- To improve continuously the critical areas of faculty education and training for effective content delivery, academic and industrial research.
- To develop rapport and partnership with industries and professional bodies for awareness on on-going technological developments.
- To build industrial consultancy work and possible solutions to engineering challenges faced by the society wherever possible

Strategy	Plan of Action
<b>Good governance</b>	<ul style="list-style-type: none"> <li>• The inclusion of reputed academicians and industrialists in the Governing Body can foster holistic growth and development of the institution</li> </ul>
	<ul style="list-style-type: none"> <li>• By implementing a systematic approach to evaluating performance and benchmarking against relevant standards, to identify areas for enhancement, drive continuous improvement, and maintain its position as a leading educational institution.</li> </ul>
	<ul style="list-style-type: none"> <li>• By establishing a better organizational structure that aligns with the college's goals, promotes collaboration and communication, empowers employees, and fosters a culture of continuous improvement</li> </ul>
	<ul style="list-style-type: none"> <li>• Expanding leadership through decentralization can lead to more effective decision-making, increased autonomy, and improved responsiveness</li> </ul>
	<ul style="list-style-type: none"> <li>• Strengthening the performance appraisal system, to foster a culture of accountability, continuous improvement, and employee engagement, leading to enhanced organizational performance and success.</li> </ul>
<b>Teaching-learning process</b>	<ul style="list-style-type: none"> <li>• Integrating OBE principles into academic planning and implementation, to enhance the quality, relevance, and impact of its educational programs, preparing students for success in their future careers and contributing to the advancement of society.</li> </ul>
	<ul style="list-style-type: none"> <li>• choices available for students with in the CBCS (choice based credit system) framework, cater to diverse interests and learning styles, and foster a culture of academic excellence and innovation.</li> </ul>
	<ul style="list-style-type: none"> <li>• Expanding the usage of ICT tools, e-learning resources, and in-house course material, can create a dynamic and interactive learning environment that empowers students to succeed in their academic pursuits and future careers.</li> </ul>
	<ul style="list-style-type: none"> <li>• By integrating NPTEL and MOOCs online certification courses into the curriculum, to enhance the quality, accessibility, and relevance of education, preparing students for the demands of the 21st-century workforce and fostering lifelong learning and professional growth</li> </ul>
	<ul style="list-style-type: none"> <li>• By implementing a regular feedback system for theory and practical courses, to foster a collaborative and supportive learning environment, empower students</li> </ul>

	<p>to actively participate in their education, and drive continuous improvement in teaching and learning practices.</p> <ul style="list-style-type: none"> <li>• Conducting periodic internal and external academic audits can ensure alignment with regulatory requirements, adherence to quality standards, and continuous enhancement of academic programs and services to meet the evolving needs of students, industry, and society.</li> <li>• Implementing a system to monitor faculty accomplishments through self-appraisal forms can provide valuable insights into individual performance, professional development needs, and contributions to the academic community</li> <li>• Conducting special pedagogy training at regular intervals to empower faculty members to become more effective educators, create engaging learning environments, and ultimately enhance the quality of education provided to students.</li> </ul>
<b>Research and Development</b>	<ul style="list-style-type: none"> <li>• Effectively utilizing advanced research labs, to foster a vibrant research ecosystem, attracts top talent, and makes significant contributions to scientific knowledge, technological innovation, and societal impact.</li> <li>• Provision of financial assistance plays a crucial role in fostering research, innovation, and entrepreneurial endeavors among faculty, researchers, and students</li> <li>• Providing incentives for research and development (R&amp;D) achievements can play a significant role in fostering a culture of innovation, encouraging faculty, researchers, and students to engage in impactful research activities</li> <li>• Generating funds through project proposals</li> <li>• Applying for government or other funding organizations</li> </ul>
<b>Internal Quality Assurance System through IQAC</b>	<ul style="list-style-type: none"> <li>• Strengthening Internal Quality Assurance Cell (IQAC) activities is vital for enhancing the overall quality, efficiency, and effectiveness of academic and administrative processes:</li> <li>• Educating and training all employees on quality parameters is essential for fostering a culture of continuous improvement</li> <li>• Implementing periodic checks and guidance to ensure quality</li> <li>• Identifying best practices and implementing them effectively</li> <li>• Preparing and submitting the Annual Quality Assurance Report (AQAR) regularly</li> </ul>
<b>Institute-Industry Interaction</b>	<ul style="list-style-type: none"> <li>• Establishing an industry-institute interaction cell dedicated to monitoring internships, visits, trainings, feedback on curriculum, and guest lectures</li> <li>• Increasing Memorandums of Understanding (MoUs) with industries and premier institutions</li> <li>• Forming an Advisory Board with industry members</li> <li>• Establishing more Skill development Centers to significantly enhance the research, innovation, and academic capabilities</li> </ul>
<b>Financial management</b>	<ul style="list-style-type: none"> <li>• Implementing a well-framed financial policy for ensuring financial stability, transparency, and effective resource management</li> <li>• Implementing department-wise budget planning and expenditure management</li> <li>• Conducting periodic internal and external audits</li> </ul>


<b>Staff Development &amp; Welfare</b>	<ul style="list-style-type: none"> <li>• implementing an effective recruitment policy</li> </ul>
	<ul style="list-style-type: none"> <li>• Implementing a self-appraisal system</li> </ul>
	<ul style="list-style-type: none"> <li>• Developing a well-specified code of conduct and service rules</li> </ul>
	<ul style="list-style-type: none"> <li>• Implementing rewards, recognitions, and incentives programs</li> </ul>
	<ul style="list-style-type: none"> <li>• Providing support for research, consultancy, and innovations</li> </ul>
<b>Student Development and Participation</b>	<ul style="list-style-type: none"> <li>• Establishing Skill Development Centers</li> </ul>
	<ul style="list-style-type: none"> <li>• Ensuring student representation in committees, clubs, and associations</li> </ul>
	<ul style="list-style-type: none"> <li>• Organizing an Annual Technical Symposium for knowledge exchange among students, faculty, and industry professionals. Here's how to conduct it effectively</li> </ul>
	<ul style="list-style-type: none"> <li>• Implementing rewards, recognitions, and scholarships for motivating students, encouraging academic excellence</li> </ul>
	<ul style="list-style-type: none"> <li>• Implementing a mentoring system for benefit of students</li> </ul>
	<ul style="list-style-type: none"> <li>• Fostering innovation, incubation, and entrepreneurship activities</li> </ul>
<b>Alumni Interaction</b>	<ul style="list-style-type: none"> <li>• Establishing a database, maintaining regular interaction with alumni, and networking</li> </ul>
	<ul style="list-style-type: none"> <li>• Recognizing successful alumni for fostering a sense of pride, engagement, and community among current students and graduates</li> </ul>
	<ul style="list-style-type: none"> <li>• Leveraging guest lectures, internships, and placements effectively</li> </ul>
	<ul style="list-style-type: none"> <li>• Appointing brand ambassadors to enhance its visibility, reputation, and engagement with various stakeholders.</li> </ul>
<b>Community Services and Extension Activities</b>	<ul style="list-style-type: none"> <li>• Identifying nearby villages for adoption and providing solutions to local issues</li> </ul>
	<ul style="list-style-type: none"> <li>• Providing vocational training or job-oriented training programs</li> </ul>
	<ul style="list-style-type: none"> <li>• Providing educational support to school students that can positively impact the surrounding community</li> </ul>
	<ul style="list-style-type: none"> <li>• Conducting awareness camps to engage with the community and address various social, environmental, or health-related issues</li> </ul>
<b>Accreditation's and Rankings</b>	<ul style="list-style-type: none"> <li>• Forming a committee to organize and manage initiatives or tasks efficiently</li> </ul>
	<ul style="list-style-type: none"> <li>• Establishing criterion-wise work division for committee members to ensure clarity, accountability, and efficiency in achieving the committee's objectives</li> </ul>
	<ul style="list-style-type: none"> <li>• Verification of reports by external experts</li> </ul>
	<ul style="list-style-type: none"> <li>• Planning and submission effectively</li> </ul>

### Monitoring of strategic plan

The implementation of the strategic plan is monitored regularly by IQAC through periodic review. The Coordinator of various committees and HODs will prepare a detailed progress report and present it in the review meetings. The benchmarking of quality standards and its monitoring, and evaluation of attainment is carried out by the IQAC independently. The IQAC reports the findings to the Principal. With a thorough analysis of outcomes and based on the IQAC report, the above will recommend the corrective actions, the need for further processes, and the deployment of resources. All these reports will be forwarded for further discussions and implementation by the Board of Trustees

  
IQAC



  
PRINCIPAL  
Principal  
Sir C R Reddy College of Engineering  
ELURU - 534 007