



**NARAYANA**

**ENGINEERING COLLEGE :: NELLORE**

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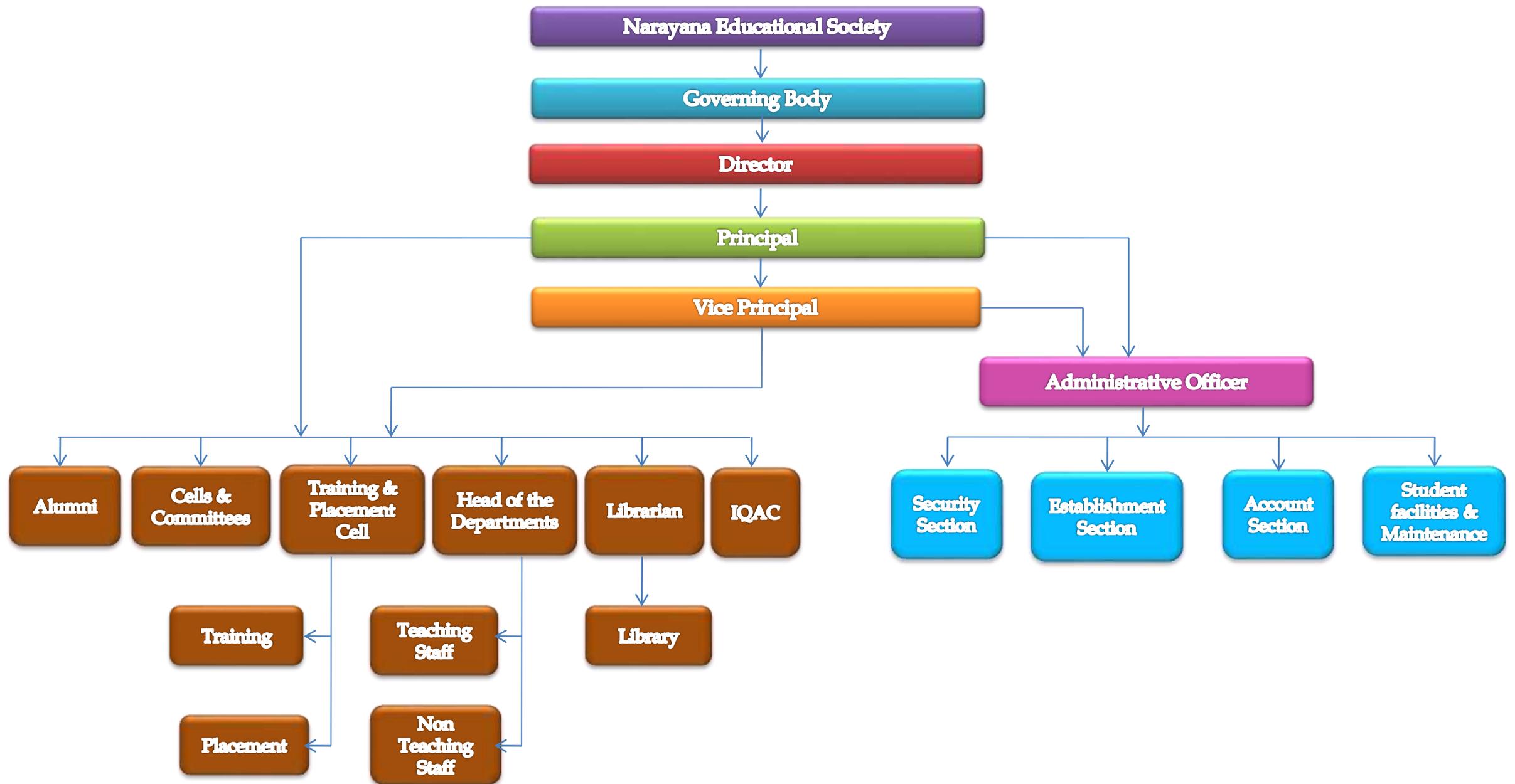


**NARAYANA**  
**ENGINEERING COLLEGE :: NELLORE**

# Strategic Plan

ENGINEERING THE FUTURE





# STRATEGIC PLAN



## STRATEGIC PLAN

Engineering the future



## Our Vision and Mission

### Vision

To be one of the Nation's Premier Institutions for Technical and Management Education and a key contributor for technological and socio-economic development of the nation.

### Mission

To produce technically competent Engineers and Managers, by maintaining world-class infrastructure, adapting high academic standards and teaching practices to provide unique learning experience, inculcate global perspective in attitude and foster students to face real-world challenges.



**Dr. P. Narayana, Founder Chairman,  
Narayana Group**

## Preface

For any organization, strategic planning is very much essential to accomplish the Vision and Mission, which it dreams of. Strategic planning is a continuous process with a specific focus on accomplishing institutional goals in this highly competitive world. Strategic Planning and deployment document (SPDD) is based on analysis of current obstacles and future opportunities and envisages the direction towards which the organization should move to achieve its set goals and objectives.

The first part of SPDD addresses vision, mission which the management dreams along with core values, institutional long term & short term goals. These are defined and provoked by the stake holders (management, leadership, HODs, faculty, staff, industry, students and parents) through SWOC analysis. After analyzing the internal and external environment, the institutional goals were set

up in all possible growth domains through a brain storming sessions with HODs and faculty members. The strategies with action plans were decided to achieve institutional strategic goals.

While formulating the strategic plan and deployment document, care has been taken to involve every stakeholder to build a spirit of ownership which is vital for success of any organization. The strategic plan and deployment is circulated to all the departments. Utmost care has been taken to spell out clearly the implementation and monitoring by identifying measurable targets in line with the desired outcomes. The SPDD is discussed thoroughly and approved by the Governing Board.

The SPDD will synchronize the processes and efforts of the institution and it will also ensure that NEC Nellore will become a most preferred technical education institution in the state of Andhra Pradesh by 2022



### THE NECN PLANNING MODEL

Institutions of higher education are driven to engage in strategic planning by a variety of critical forces, both external and internal, to their environments. The forces driving the NECN's 2015-2020 Strategic Plan for the Institution NECN include, but are not limited to, the

demand for higher education that is fueled by the economic progress and high unemployment; changing demographics; and the need for a workforce that will enable this region of AP state to maintain its competitive edge on the national stage encompassing Technology and Engineering.

The NECN 2015-2020 Strategic Plan is grounded in the following best practice principles:

1. Effective strategic planning requires identifying and implementing strategies that will move NECN to a better desired future as an educational institution in the state of AP, nationally, and globally.
2. Strategic planning is not a “once-and-done” event. It is a continuous process involving planning, implementing, assessing outcomes and using results and lessons learned for further planning and revision and/or modification of strategies.
3. Measurement and/or assessment are key to strategic planning. Therefore, identifying key indicators for sub-goals and identifying responsible divisions/units will ensure effective monitoring and evaluation of outcomes.
4. The Institution should focus on a few but bold sub goals and strategies. Resources, including funds and time, are limited. Therefore, prioritizing of strategies and focusing on those that have the potential of being game changers are critical.
5. Since the execution of strategies is at the department or unit level, the strategic planning process has to be participatory to ensure shared vision, as well as shared ownership of and commitment to the plan by stakeholders throughout the Institution.

The strategic planning process uses methodical approach to engage in systematic and comprehensive assessment of the annual NECN strategic operational plan. Goals and sub-goals are carefully tracked; and

reports are regularly disseminated to assist faculty, staff, and administrators in using data-driven decision making and to mapping progress.

The 2015-2020 Strategic Plan represents the collective effort of administrators, faculty, staff, students and community stakeholders. The process began when the Strategic planning Committee is identified in the institution. Strategic planning Committee aligned department/unit goals with the NECN goals and themes. Every member of the institution worked diligently to add sub-goals and strategies. The management built consensus on sub-goals and strategies, shared the first draft for feedback from stakeholders (e.g., faculty, staff, students, alumni and strategic partners) and prepared a final draft.



## MISSION & VISION

### MISSION

Our mission is to include technical knowledge through effective teaching-learning process creating a community of learning with due considerations and ethical and social responsibilities.

### VISION

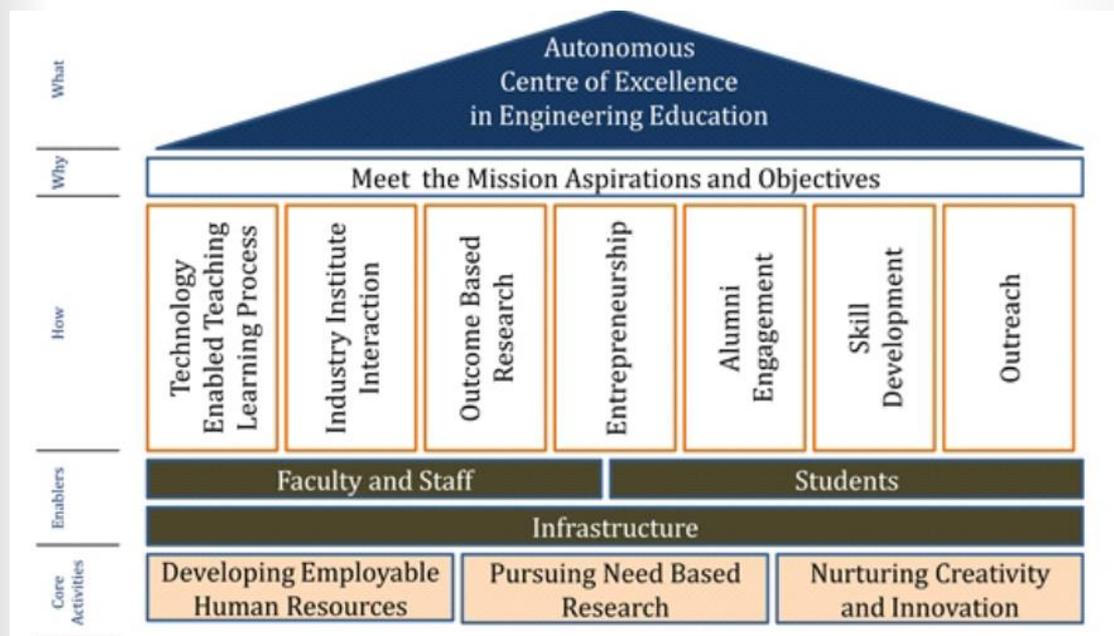
We at Narayana Engineering College, Nellore, will strive continuously for excellence in Education by providing best possible education

To provide sacred environment for the students who acquire knowledge through innovative and professional approach and utilize it for the welfare of the mankind

facilities and creative atmosphere. Through our sincere and planned hard work, will attain academic integrity and intellectual excellence.

## OBJECTIVES

- \* To develop institute as an excellent learning center in engineering education.
- \* To enhance the industry institute interaction and the placement services.
- \* To provide excellent infrastructure facilities for teaching, learning and research.
- \* To instill in the students the spirit for research, innovation and entrepreneurship.
- \* To foster students as responsible techno-citizens with moral and social values.



## CORE VALUES

NECN focused on eight core values detailed below:

### 1. Contributing to National Development

Contributing to National development has always been an implicit goal of NECN. Serving the cause of social justice, ensuring equity, increasing access to higher education, human resource development and capacity building of individuals, to cater to the needs of the economy, society and the country as a whole, thereby, NECN contributing to the development of the Nation.

### 2. Fostering Global Competencies among Students

With liberalization and globalization of economic activities, the need to develop skilled human resources of a high caliber is imperative. Therefore, NECN is preparing the students to achieve core competencies, to face the global challenges successfully innovative, creative and entrepreneurial in their approach. Towards achieving this, NECN established collaborations with industries, network with the neighborhood agencies/bodies and foster a closer relationship between the “world of competent-learning” and the world of skilled work”.

### 3. Inculcating a Value System among Students

Although skill development is crucial to the success of students in the job market, skills are of less value in the absence of appropriate value systems. In India, with cultural pluralities and diversities, it is essential that students imbibe the appropriate values commensurate with social, cultural, economic and environmental realities, at the local and national level. NECN shouldering the responsibility of inculcating desirable value systems among students.

### 4. Promoting the Use of Technology & Innovation

Technological advancement and innovations in educational transactions have to be undertaken by all, to make a visible impact on

academic development as well as administration. To keep pace with the developments in other spheres of human endeavor, NECN has enriched the learning experiences of their students by providing them with state-of-the-art educational technologies including Information and Communication Technologies (ICT). NECN established Innovation Incubation Center and Entrepreneurship Development Cell to encourage students & Faculty for Innovation.

### **5. Quest for Excellence**

The Institute is committed to excellence in all spheres of its activities, and through internal and external reviews, and will work towards continuous improvement. The Institute will demonstrate excellence by our people, programs and outcomes, as well as by the quality of decisions and actions recognized through awards and honors. This 'Quest for Excellence' started with the assessment or even earlier, by the establishment of the Internal Quality Assurance Cell (IQAC) in the campus.

### **6. Integrity**

Integrity involves honesty and fairness, consistency in instruction, ethics of scholarship, freedom of inquiry, and open and truthful engagement with the community through effective communication, policies and practices. Research and Teaching shall be carried out in an environment of academic freedom and honesty. The Institute will adhere to the standards of ethics in all its activities.

### **7. Transparency**

The Institute will function according to defined procedures and rules, which will be informed to all stakeholders. The Institute will put all important information related to its functioning in college Website, [www.necn.ac.in](http://www.necn.ac.in)

## 8. Empathy

An awareness of the conditions of the weaker sections of our society and contributions towards solution of their problems will form an integral part of the research and education programmes of the Institute. The vision articulates our future direction. The mission specifies our purpose of existence. The values assert our beliefs that guide our actions and behavior. Taken together, they provide a road map to our destination.



### SWOC ANALYSIS

#### STRENGTHS:

1. Committed Management
2. 20 years of standing
3. Brand Name
4. Retention of employees
5. Disciplined campus

#### WEAKNESSES:

1. Need to enter in to more MOUs with reputed organizations / Industries / institutions
2. Number of faculty members need qualification up gradation and to get acquainted with latest Technology

To provide sacred environment for the students who acquire knowledge through innovative and professional approach and utilize it for the welfare of the mankind

3. Need to focus on quality publications, patent filing and to explore commercial potential.
4. Consultancy services need to be increased.
5. Student's intake from poor socio-economic background
6. Limited scope for research and consultancy activities
7. Limited scope for altering University curriculum
8. Industry-Institute interaction needs further improvement.
9. Need to increase placements in core companies



#### OPPORTUNITIES:

1. To acquire NAAC accreditation and NBA status of accreditation for all programs.
2. To be an autonomous institution for revision of curriculum to suit to the requirements of industry.
3. To increase fundamental and applied research
4. To develop Center of Excellence in cutting edge technologies, in every branch of engineering
5. To start the research centers in each branch of engineering
6. To sign MoUs with more industries/ research organizations to facilitate the students and the teachers
7. To increase the consultancy



### CHALLENGES:

1. Competition with new higher educational institutions like deemed universities
2. Attraction for students to migrate towards metro cities for admissions
3. Mushrooming of engineering colleges in the state and in Nellore district.
4. University Affiliated institute, Rigidity in academic structure and curriculum
5. Need for improving employability of the students in the current scenario of rapidly changing technology and industrial requirements as well as policies prevailing from time to time in MNCs

### STAKE HOLDERS' EXPECTATION

<b>MANAGEMENT</b>	<ol style="list-style-type: none"> <li>1.Global Brand</li> <li>2.Sustainability</li> <li>3.Good Governance</li> <li>4.University Status</li> <li>5.Social Responsibility</li> </ol>
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<p><b>LEADERSHIP TEAM</b></p>	<ol style="list-style-type: none"> <li>1.Ranking with in top 100 in India</li> <li>2.Competent Faculty</li> <li>3.Internal Revenue growth for sustainability</li> <li>4.Industry oriented /continuing education programmes</li> <li>5.Bench marking through Accreditation of programs and institution</li> <li>6.Creation of Centers of excellence</li> </ol>
<p><b>FACULTY &amp; STAFF</b></p>	<ol style="list-style-type: none"> <li>1.Good academic &amp; working ambience</li> <li>2.Career growth ,Research facilities &amp; incentives</li> <li>3.Academic independence with accountability</li> <li>4.Transparency and uniform processes</li> </ol>
<p><b>STUDENTS</b></p>	<ol style="list-style-type: none"> <li>1.Good academic &amp; research ambience</li> <li>2.Support for co-curricular &amp; Extracurricular activities</li> <li>3.State of the art infrastructure</li> <li>4.Experiential learning &amp; Opportunity for talent exposure</li> <li>5.International learning at affordable cost</li> <li>6.Quality Placement, career guidance and entrepreneurial opportunities</li> </ol>
<p><b>PARENTS</b></p>	<ol style="list-style-type: none"> <li>1.Branding</li> <li>2.Quality teaching- learning</li> <li>3.Disciplined students</li> <li>4.Good placements</li> </ol>
<p><b>INDUSTRY</b></p>	<ol style="list-style-type: none"> <li>1.Industry ready professionals with proper attitude</li> <li>2.Strong fundamentals</li> <li>3.Strong Industry-Institution interaction</li> <li>4.Collaborative research, consultancy</li> <li>5.Brand and accreditations of the institute</li> </ol>
<p><b>SOCIETY &amp;</b></p>	<ol style="list-style-type: none"> <li>1.Graduates with Moral, Ethical and Responsible Citizenship</li> </ol>

<b>OTHERS</b>	2.Social service activities by the institution 3.Skill development for needy
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### STRATEGIC GOALS

NECN Leadership Team after brain storming on the vision, mission, quality policy, core values, stack holder’s expectations and SWOC analysis arrived at the step to establish Institution Strategic Goals (ISG)

1. Ensuring good governance
2. Establishing effective teaching learning process
3. Developing leadership and participative management
4. Developing financial management
5. Put emphasize on Industry – Institute interaction
6. Development of entrepreneurship
7. Encouraging research and innovation work

8. Establishing Internal Quality Assurance System
9. Ensuring student's development and participation
10. Ensuring staff development & welfare
11. Increasing Alumni Interaction
12. Engagement in Community Services and Extension Activities
13. Developing physical infrastructure
14. Getting accreditations from statutory bodies



### STRATEGIC PLANNING (2015-2020)

#### 1. Ensuring good governance:

- Inclusion of industrialist & academician on GB
- Vision, Mission development & their articulation
- Evaluation of Institute performance and benchmarking

- Institutional strategic goals setting
- Institutional Strategic development plan
- Establishing Quality Management Systems
- Establishing organization structure
- Establishing statutory committees
- Establishing E governance
- Leadership development through decentralization
- Establishing internal audit committee
- Code of conduct and policy formulation, approval and implementation
- Establishing fair and transparent performance appraisal system

## 2. Establishing effective teaching learning process:

- Academic planning
- Development of teaching plan as per OBE
- Development of teaching aids
- Procurement of teaching, learning & evaluation software
- Development of e- learning resources
- Adoption of ICT
- Establish research culture
- Providing mentoring and personal support
- Create fair feedback system
- Evaluation parameters and benchmarking
- Continuous assessment to measure outcomes
- Performance development through credit system
- Implementation of best practices

## 3. Developing leadership and participative management:

- Motivating through interactions

To provide sacred environment for the students who acquire knowledge through innovative and professional approach and utilize it for the welfare of the mankind

- Reporting structure
- Decentralize the academic, administration and student related authorities
- Prescribe duties, responsibilities and accountability
- Portfolio assignments
- Establishment of functional committees

#### **4. Developing financial management**

- Framing & implementation of Procurement and Financial policies
- Department wise Budget planning
- Expenditure management
- Forecasting income & expenditure
- Surplus Fund Management / Emergency plans
- Budget formulation & approval
- Periodic Internal/ External Audit

#### **5. Emphasize on Industry – Institute interaction**

- Formation of industry institute interaction cell
- MoUs with industries
- Support for internships, visits, trainings, guest lectures
- Identifications of industry needs and advice on curriculum
- Providing opportunities for Industry based/sponsored projects
- Strengthen training & placement
- Establishing center of excellence

#### **6. Development of entrepreneurship**

- Establishment of Entrepreneurship Development Cell
- MoUs with training institutes
- Providing training & guidance for entrepreneurship
- Establishing incubation centers

#### **7. Encouraging research and innovation work**

- Dedicated R&D center
- Fund raising through Project proposals
- Apply for Government/ other funding
- Collaborations with Govt. and Private Research organizations
- Appointment of Patent Attorney & Patent filing

#### **8. Establishing Internal Quality Assurance System**

- Establishment of IQAC
- Framing of Quality Policy & publishing
- Educating & Training of all employees
- Periodic check & guidance
- Establishment of audit team and process
- Audit and remedial measures
- Identifying best practices

#### **9. Ensuring student's development and participation**

- Establishment of infrastructure for overall development
- Student's representation in various administrative and academic activities.
- Participation in competitions
- Organizing competitions

- Rewards & recognitions of achievers
- Participation in committees

#### 10. Ensuring staff development & welfare

- Recruitment Policy formation & implementation
- Staff performance evaluation system
- Staff Training
- Best work facilities and infrastructure
- Membership of professional bodies
- Code of conduct & service rules
- Staff welfare policy formation and implementation
- Rewards, recognitions and incentives
- Deputation for seminars, conferences
- Sponsorship/ Motivation for qualification improvement
- Support for research, consultancy, and innovations

#### 11. Increasing Alumni Interaction

- Formation of Alumni association and registration
- Data base creation, Regular interactions with alumni and networking
- Recognition of successful alumni
- Leverage for guest lecturers/internships/placements
- Exploring Contributions
- Brand ambassadors
- Sponsorships/scholarships

#### 12. Engagement in Community Services and Extension Activities

- Identify nearby villages for adoption
- Projects based on rural challenges
- Provide vocational training /job oriented training as per local needs at the institute
- Educational support to village students
- Conducting awareness camps

### 13. Developing physical infrastructure

- Smart Class rooms, Tutorials, Seminar halls
- Modernization of Laboratory & equipment
- Library infrastructure up gradation
- Establishment of Virtual lab and networking
- System up gradation
- Functional facilities for e-learning
- Safety & Security management
- Medical facility
- Developing sports (indoor/outdoor) facilities
- Plantation
- Rain water harvesting
- Renewable Energy harvesting
- Hygiene, solid waste management (zero plastic usage, dry & wet refuse)
- Recycling waste water

### 14. Getting accreditations from statutory bodies

- Getting Accreditations i.e. NBA, NAAC
- Resource planning & budget approval.
- Preparation of reports and submission.

## STRATEGY IMPLEMENTATION AND MONITORING

After approval of Strategic development plan by Governing Body the next step is its implementation. When being implemented, the progress of strategy shall be measured from time to time.



Hence the measurable success indicators are clearly spelt out in the implementation document. The Principal along with HODs will be the custodian for strategic plan and its deployment.

#### Implementation at Institute Level:

Governance & Administration	Governing Body, principal, HODs, AO and staff
Statutory Compliance	Governing Body, principal, HODs, AO and coordinators
Infrastructure	Governing Body, principal and AO

Teaching- Learning	Principal, HODs, Faculty and staff
Research & Development	Principal, HODs, faculty and R&D Incharge
Students Development	Principal, HODs, Faculty and Faculty Incharges
Training & Placement	TPO and HODs
Quality Assurance	Coordinator IQAC and IQAC Internal Team

### Measurable during Implementation:

#### 1. Good governance:

- GB selection (Inclusion of Academicians & Industrialist)
- Nos. of GB meetings/ Semester
- Vision Mission , Dissemination & Review
- Organization structure in place
- Degree of decentralization
- Degree of E governance
- Resource mobilization
- Staff appraisal & career advancement scheme in place
- Service rules & benefits

#### 2. Effective teaching learning process

- No. of teaching aids
- Syllabus completion
- Mini projects, Major projects, Seminars
- No. of learning resources

- No. of student counseling/mentoring/training sessions conducted
- Result of examinations (Pass, First classes, Distinctions)
- Graduate attribute attainment levels
- Alumni feedback

### 3. Leadership and participative management

- Reporting structure in place
- Decentralization in various domains - academic, administration, staff welfare, student development, infrastructure management - appointments of section heads & others
- Code of conduct - duties, responsibilities and accountability
- Rotation of key posts to build leadership
- Functional & statutory committees - no. of meetings/ semester, minutes of meetings, planning & implementation

### 4. Financial management

- Annual Budget forecasting, income & expenditure
- Utilization / Allocation of funds
- Internal & External Audit

### 5. Industry - Institute Interaction

- No. of active MOUs/Dept
- No. of Initiatives/activities through MOUs
- No. of IIIC meetings/ year
- No. of Initiatives/contributions by IIIC
- No of linkages

## 6. Entrepreneurship

- No. of entrepreneurship trainings organized/ participated
- No. of graduates becoming entrepreneurs
- Incubation center

## 7. Research and innovation

- Publications in national/international Journals and conference proceedings
- No. of industry based/ sponsored UG projects
- No. of funded research projects
- Patents filed
- Conferences & workshops organized
- New MOUs signed with academic and industrial organizations

## 8. Internal Quality Assurance System

- Number of IQAS initiatives/ semester
- Quality assurance audits
- AQAR submission
- No of quality initiatives

## 9. Student's development and participation

- Number of student participants in various activities
- Number of prizes/awards won
- Number of sports, technical, cultural events organized
- Regional, National & International competitions participated

## 10. Staff development & welfare

- Number of Staff attending training programs

- Staff training programs organized
- Number of memberships of professional bodies
- Number of staff welfare programs
- Staff awards/ recognitions/ incentives

### 11. Alumni Interaction

- Alumni data base and Number of interactions
- Support for internships/placements/ projects/ consultancy
- Contribution towards infrastructure development/financial assistance.

### 12. Community Services and Extension Activities

- Adoption of villages
- Number of trainings/ awareness camps provided
- Number of social projects undertaken
- Number of Skill development programs for weaker sections

### 13. Infrastructure – physical and academic

- Number of buildings, class rooms added
- New equipment added
- Annual budget allocated & utilized
- Renewable energy source development
- Green initiatives
- Number. of Volumes & Titles in library
- Number of National& International journals
- Number of e-learning recourses (Moodle/ google classroom/ NPTEL /video lectures etc)
- Digital Library

- Smart Classroom
- Advanced laboratories and Virtual laboratory

#### 14. Accreditations/ Recognitions

- ISO certification
- Permanent affiliation
- NAAC
- NBA
- NIRF
- Autonomy
- International MOUs

#### SPDD IN NUTSHELL

SL NO	YEAR	STRATAGIC GOALS
1	2015-16	1.Internal quality Assurance cell 2.Industry institute interaction
2	2016-17	1. 1. Permanent affiliation 2. Infrastructure Development
3	2017-18	1. UCG 2(f) & 12(B) 2. Promotion R &D
4	2018-19	1. NAAC Accreditation
5	2019-20	1. NBA Accreditation 2. Autonomous



**Mr. K. Puneet, Chairman, Narayana Group**

## CONCLUSION

The NECN is an effort for chalking down a pathway towards accomplishment of goals we dream to. Mere formulating the strategic plan doesn't ensure success, but it provides a guiding framework which is a collective wisdom delivered by the process of participative brainstorming of stakeholders. The proper implementation of strategies through teamwork with good spirit leads to success and sustainability over a longer time. The strategic planning is not a static document but it is dynamic process which must respond to the changing environment. There are restrictions in spelling out the detailed processes to be deployed to get the desired outcomes. Hence it needs continuous evolution to incorporate the lessons we learn during the implementation. It emphasizes the role of IQAC in ensuring the quality of implementation by periodic evaluations of outcomes.