STRATEGIC PLAN

(2011-2020)

ADITYA ENGINEERING COLLEGE

Approved by AICTE, Affiliated to JNTUK
Aditya Nagar, ADB road, Surampalem- 533437, Near Kakinada,
E.G. Dt., Ph: 99498 76662

Executive Summary

Aditya Engineering College (AEC) was established in the year 2001 at Surampalem, East Godavari district, Andhra Pradesh by Sri. Nallamilli Sesha Reddy, Chairman of Aditya academy, with a vision to create a platform for holistic growth and success to students at all levels.

AEC is approved by AICTE and affiliated to JNTUK, Kakinada. At Present, the college is offering 6 UG Programmes in Civil Engineering, Electrical and Electronics Engineering, Mechanical Engineering, Electronics and Communication Engineering, Computer Science Engineering, Information Technology and 7 PG Programmes in Embedded systems, VLSI design, Computer Science and Engineering, Computer Science, Software Engineering, MBA and MCA.

Vision-Mission and Quality Policy of the Institution

Vision:

To induce higher planes of learning by imparting technical education with
- International standards
- Applied research
- Creative ability
- Value-based instruction to emerge as a premiere institute.

Mission:

Achieving academic excellence by providing globally acceptable technical education by forecasting technology through
- Innovative research and development
- Industry institute interaction
- Empowered manpower

Quality Policy:

Aditya Engineering College is committed to create, sustain and improve the learning process through total quality management and make itself a seat for scientific and technological learning with continual improvement and teamwork as its strength for achieving the set objectives.

Core Values
The following core values are a reflection of the ideas of the college that would enhance the institute's culture.
- Empower Society: Encourage higher educational values for society's progress.
- Inculcate values: Accept our obligation to imbibe social, economic, cultural, and environmental values in students.
- Embrace Excellence: Commit to innovation and continuous learning.
- Global Competencies: Build key competencies and abilities to address global issues

SWOC Analysis of the Institution

STRENGTHS:

- ❖ Affiliations and accreditations
- ❖ Infrastructural facilities with the potential to establish centres ofexcellence
- ❖ Skill and career guidance support programs
- ❖ Autonomy of departments in the administration process
- ❖ Diversity of students reflecting harmony and globally acceptablestature
- ❖ Emphasis on student-centred learning
- ❖ Highly motivated, experienced and qualified faculty with a highretention rate
- ❖ Involvement of faculty in innovative reforms
- ❖ Values and social consciousness
- ❖ Produced good rankers in the University Examination
- ❖ Regular conduction of Conferences, Workshops, Guest Lectures andFDPs

WEAKNESSES:

- ❖ Limited industrial experience and exposure of majority of faculty
- ❖ Poor language competency of students
- ❖ Limited understanding of Industrial needs among students
- ❖ Limited skills among technical - support staff
- ❖ Low intellectual networking capabilities with premier institutes.

OPPORTUNITIES:

- ❖ Growing Indian economy and Globalization with rural industrialization.
- ❖ Existing infrastructure is compatible with the Institute's progression.
- ❖ Scientific training programs which enhance the Global competency ofstudents.
- ❖ Interdisciplinary growth across the departments.

CHALLENGES

- ❖ Fast pace advancements in technology and allied fields
- ❖ Dynamic Government Policies which may retard the implementation of certain time-sensitive programs.

Institutional Strategic Goals:
- ❖ Teaching and Learning
- ❖ Governance
- ❖ Infrastructure Expansion
- ❖ Research and development(R&D)
- ❖ Faculty Development
- ❖ Student Support and Progression

Strategic Planning and Deployment (2011-2020)

S.No	Strategy	Action plan	Target year
	Teaching and Learning	❖ To provide LCD projectors in every classroom and laboratory in order to facilitate interactive learning using video demonstrations, Presentations.	2015
		❖ To incorporate outcome-based education principles into the curriculum.	2016
		❖ Encourage self-learning through ICT among students and faculty.	2019
	Governance	❖ Implementing E-Governance through ERP software packages.	2011
		❖ Leadership development through decentralization.	2012
		❖ Sensitizing the stake holders on NAAC and NBA accreditation process.	2012
		❖ Constituting various committees to look after accreditation process.	2013
		❖ Establishing an internal audit committee for various department and institutional audits.	2013
	Infrastructure Expansion	❖ Extension of Academic blocks (Billgates Bhavan& KL Rao Bhavan) to accommodate facilities to support teaching learning activities.	2013
	Research and development(R&D)	❖ Creating a dedicated Research and Development cell	2015
		❖ Encouraging R&D activities in the institute by conducting seminars on research methodologies and IPR &Patents.	2015
		❖ Conducting seminars on recent and upcoming trends and technology.	2015
		❖ Encouraging faculty to publish research articles by providing incentives.	2016
	Faculty Development	❖ Conducting FDPs on Teaching methodologies and Latest technologies.	2012
		❖ Encouraging faculty to pursue doctoral programmes	2014
	Student support and Progression	❖ Providing special technical training to improve the employability of students.	2013
		❖ Providing training for GATE/GRE/TOEFL and othercompetitive examinations.	2014

Implementation roles at institutional level:

Strategic Goal	Roles
Good Governance	Governing Body, Management
Curricular Aspects and Teaching- Learning	Principal, Dean-Academics, HOD's and all Faculty
Infrastructure Development	Governing Body, Management and Principal
Human Resource Development	Governing Body, Management and Principal
Research and Consultancy	Dean-R&D, HOD's and All Faculty
Alumni Participation/Collaboration	Alumni Cell and Faculty
Effective role of Internal Quality Assurance System	IQAC