Strategic Planning and Deployment Document

About KCE

Kathir College of Engineering (KCE) is a prominent Institution with a vision to be in the forefront of Technical Education as an Orbit Shifter. We at KCE strive to develop competent and committed professionals driven by values, who aim to take over the corporate and industrial world with a strong zeal and passion. KCE intends to change the lives of young students by developing knowledge and accelerating careers under the roof of the wisdom tree.

We focus on imparting skill in niche areas to our students with an emphasis on the basic engineering concepts. All our faculty members are having vast experience and expertise in Practice Oriented Teaching Learning Process. In addition to the core faculty team, we strongly get connected to experts from IT and core industries to enrich students' knowledge with their industrial and corporate experience.

Preface

For an organization, strategic planning is very 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 competitive world. Strategic Planning and deployment document 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 it addresses the vision, mission which the institute dreams along with core values. These are defined and guided by the stake holders (management, leadership, HODs, faculty, staff, industry, students, alumni and parents) through SWOC analysis. After analysing the internal and external environment, the institutional goals were set up in all possible growth domains through continuous thought process and discussion 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 all stakeholders to help contribute their part which is vital for the success of every organization. Effort has been taken to identify clearly the implementation processes and monitoring by identifying measurable targets in line with the desired outcomes. This will emerge to be the guiding force to achieve its goal to become an institution of Academic Excellence and providing professional by skilled young Engineers and Managers to the society.

Vision

Strive to promote Excellence in Engineering Education and Research by developing our students as Real-Time Problem solvers thereby contributing to the societal needs.

Mission

- Promote excellence in Core and allied studies through Technology enabled Teaching and active learning practices
- Develop multi-talented and committed human resources by providing research and development environment to innovate and find solutions for Real-Time Problems.
- Create socially responsible engineers with team-spirit / entrepreneurs with necessary leadership skills thus contributing towards a better world

Our Core Values

- Our motto is to serve the society through producing responsible citizens by imparting integrity and ethics
- We strongly believe in inclusivity and consider every stake holder as responsible to set benchmark in each of our activities
- Our faculty members exhibit excellent team-spirit and achieve excellence in each of our curricular, co-curricular and extra-curricular activities.

- We see every student of our Institution as a problem solver and our start-up studios help them to become entrepreneurs and provide solutions for the societal needs

- We promote the sense of social responsibilities in students by providing ample opportunities to participate in various social activities

- We create an eco-system where every faculty member and student accepts responsibility for personal and professional growth and development

Strength, Weakness, Opportunity and Challenges (SWOC)

Strengths

- Physical Location of the Institution which is well connected through all modes of transport

- Supportive Management to encourage upskilling of faculty members and students

- Well defined Standard Operating Procedures (SOP), policies and practices are in place.

- Well-developed infrastructure with excellent academic ambience

- Well established IT infrastructure with 677 latest computers

- Participation in co-curricular and extra-curricular activities by students

- Training and Placement for students to support life-long learning

- Industry – Institution Interaction to remove any knowledge and skill gaps

- Committed and self-motivated faculty members

- Technology Enabled and Practice oriented Teaching Learning Processes through AI driven Edu-Tech Platform

- Library with adequate number of books and other resources

- Un-interrupted internet connectivity with 40 Mbps bandwidth and 24x7 Wi-Fi connectivity for the entire campus.
- In-house start-up studios for developing entrepreneurs
- Recognized by UGC under 2f and 12B
- Installation of bio-gas, solar water heaters, solar street light and rainwater harvesting to help nation through adapting renewable energy sources

Weaknesses

- Number of faculty members with doctorate degree
- Drop in students admission into Engineering Programs across state
- Weak in receiving funding assistance from Government agencies for Research and Development

Opportunities

- Contributing to green energy initiatives for sustainable development of nation and society.
- Industry 4.0 provide space for employability to more skill full engineers.
- Leveraging the strong links with distinguished alumni to develop the industrial relations for development projects, consultancy works etc.
- Collaboration with foreign Universities for exchange programmes.
- Developing students to become entrepreneurs through entrepreneurship development cell in helping our Nation through establishing more start-ups.

Challenges

- Drop in National level Gross Enrolment Ratio
- Diminishing interest among students towards Engineering Education across nation

- Matching international standards while maintaining the requirements/norms of statutory/regulatory bodies.
- Migration of faculty members in high demand areas to industry/other institutes/foreign Universities
- Introduction of Virtual University Programs by leading Industries and availability of online courses

Strategic goals

The team of KCE after several discussion and planning, guided by the vision and mission of the institute, Core values, stake holder's expectations and SWOC analysis have framed the institutions strategic goals.

Institution Strategic Goals:

1. Following effective teaching learning process
2. Developing and following leadership and participative management
3. Establishing continuous internal quality assurance system
4. Ensuring student development and participation
5. Ensuring staff development and welfare
6. Developing financial management
7. Ensuring good governance
8. Put emphasize on Institute and Industry interaction and partnership
9. Development entrepreneurship
10. Encouraging research and development work
11. Increasing internal revenue generation
12. Physical infrastructure
13. Increasing Alumni interaction and participation
14. Engagement in Community services and activities

15. Getting memberships of professional bodies

Strategic Planning

1. Teaching learning process

   a. Academic planning and preparation of Academic Calendar

   b. Development of teaching plan as per OBE

   c. Preparation of Lesson Plan based on CO & PO mapping

   d. Use of more teaching aids and adopt more ICT

   e. Development of e- learning resources

   f. Promote research culture & facilities

   g. Provide mentoring and personal support

   h. Follow a transparent and fair feedback system

   i. Conduct training based on need analysis

   j. Evaluation parameters and benchmarking

   k. Continuous assessment to measure outcomes

   l. Performance development through various courses/workshop/talk

2. Leadership and participative management

   a. To follow reporting structure

   b. Decentralize the academic, administration and student related authorities & responsibilities

   c. Prescribe duties, responsibilities and accountability

   d. Establishment of functional committees

3. Internal Quality Assurance System

   a. Formation of Quality Monitoring Committee & functioning

   b. Periodic check & guidance for quality improvement

   c. Establishment of academic & administrative process

d. Academic Audit

e. Annual report preparation & submission

4. Student's development and participation

    a. Budget allocation for student development programmes and activities

    b. Students Trainings & Placement Activities

    c. Formation of student council

    d. Student's representation in various committee and cell

    e. Organizing & Participation in technical competitions

    f. Rewards & recognitions of achievers

    g. Participation in extracurricular, social and welfare activities

5. Staff development & welfare

    a. Recruitment Policy formation & implementation

    b. Staff performance evaluation system

    c. Staff Training for quality improvement

    d. Best possible work facilities & infrastructure facilities

    e. Code of conduct, service rules, leave rules and Staff welfare policy implementation

    f. Rewards, recognitions and incentives

    g. Deputation for seminars, conferences and workshops etc

    h. Sponsorship/ Motivation for qualification/learning improvement

    i. Support for research, consultancy, innovations

6. Financial management

    a. Framing & implementation of Purchase and financial policies

    b. Budget planning and allocation

    c. Forecasting income & expenditure

    d. Budget formulation & approval through Finance Committee

e. Periodic Audit

7. Good governance

a. Vision, Mission development & their articulation in every key position

b. Inclusion of industrialists & academicians in the Governing Council

c. Evaluation of Institute's performance and benchmarking

d. Institutional strategic goals setting

e. Institutional Strategic development plan

f. Monitoring and Implementing the Quality Management Systems

g. Following organization structure

h. Smooth Working of statutory committees

i. Establishing E governance

j. Leadership development through decentralization

k. Establishing internal audit committee

l. Code of conduct and policy formulation, approval and implementation

m. Establishing fair and transparent performance appraisal system

8. Entrepreneurship

a. Establishment of Entrepreneurship Development Cell

b. Effective functioning of entrepreneurship development Cell

c. MoUs with organizations for entrepreneurship development

d. Providing training & guidance for entrepreneurship development

e. Bringing more experts of the field for seminar, lecture, workshop for entrepreneurship development

  f. Establishing incubation centres

  g. Promoting & facilitating entrepreneurship development

9. Research and innovation

  a. Establish and develop Laboratories with more research facility

  b. Fund generation through Project proposals

  c. Apply for Government/Non Government industry sponsored funds

  d. Collaborations with Government & Private Institutes, Universities and Research Organizations

10. Alumni Interaction

  a. Formation of Alumni association, participation and registration

  b. Regular interactions with alumni and networking

  c. Leverage for guest lecturers/internships/placements/training/ entrepreneurship

  d. Exploring Contributions

11. Community Services

  a. Identify community and social development work

  b. Identify challenges of society for development work

  c. Conducting awareness camps

12. Physical infrastructure

  a. Infrastructure building development & modification

  b. Smart Class rooms, Tutorials, Seminar halls

  c. Modernization of Laboratory & equipment

  d. More ICT enabled classrooms

  e. Library infrastructure up gradation

f. System up gradation

g. Functional facilities for e-learning

h. Safety & Security management

i. Water facility

j. Sports (indoor/outdoor) facilities

k. Plantations

l. Rain water harvesting

m. Renewable Energy usage

n. Hygiene, zero plastic & green campus

Strategy Implementation and Monitoring

After approval of Strategic development plan, the next step is its implementation. During implementation the progress of strategy shall be measured from time to time. Principal along with the other members of IQAC periodically review the strategic plan and its deployment.

Responsibility & Accountability Matrix for various activities at institute level

Governance & Administration	Chairman, Governing Council members & Administrative office
Infrastructure (Physical & Academics)	Governing Council members, Trust Board, Principal & HOD's
Teaching- Learning	Principal, HODs, Faculty and Staff
Departmental Activities	HODs and Faculty
Students Development	Principal, HODs and Faculty
Research & Development	Principal, HODs
Training & Placement	Principal, Training and Placement Officer and HODs

Quality Assurance	Principal and IQAC

Key Result Areas to be measured during implementation

1. Effective teaching learning process

    a. Syllabus completion

    b. Mini projects, Projects, Seminars

    c. No. of learning resources

    d. No. of student counselling/mentoring/training sessions conducted

    e. Result of examinations (Pass, First classes, Distinctions)

    f. Course File

    g. Student feedback

    h. No. of teaching aids

2. Leadership and participative management

    a. Reporting structure in place

    b. Decentralization in various domains - academic, administration, staff welfare, student development, infrastructure management

    c. Code of conduct - duties, responsibilities and accountability

    d. Functional of various committees – no. of meetings/ semester, minutes of meetings

    e. Committee planning & implementation

3. Internal Quality Assurance Cell

    a. Number of IQAC initiatives/ semester

    b. Academic audits reports

    c. Strategic Planning and Deployment of committees

4. Good governance

    a. No. of Governing Council meetings

    b. Vision, Mission & Review

    c. Organization structure in place

    d. Degree of decentralization

    e. Resource mobilization

    f. Staff appraisal & career advancement scheme in place

    g. Service rules & benefits

5. Students development & participation

    a. Number of sports, technical, cultural events organized

    b. Regional, National & International competitions participated

    c. Regional, National & International recognitions received

    d. Sports infrastructure provided

6. Staff development & participation

    a. Number of Staff attending training programs

    b. Staff training programs organized

    c. Sponsorships for higher education

    d. Number of staff welfare programs

    e. Staff awards/ recognitions/ incentives

7. Financial management

    a. Annual Budget forecasting income & expenditure

    b. Utilization / Allocation of funds

    c. Internal & External Audit

8. Institute – Industry Interaction

    a. No. of active MOUs

    b. No. of Initiatives/activities through MOUs

9. Training & Placement

    a. Number of placement drives organized

    b. Number of placements

    c. Number of skill development & career guidance programmes

10. Entrepreneurship

    a. No. of entrepreneurship trainings organized/participated

    b. No. of graduates becoming entrepreneurs

11. Revenue Generation

    a. Funding raised through sponsored Projects

    b. Consultancy Services

    c. Funding raised through infrastructure utilization

12. Alumni Association

    a. Number of alumni interactions/meet/talk

    b. Support for internships/placements/ projects/ consultancy

13. Community Services

    a. Number of trainings/ awareness camps

    b. Number of social projects undertaken

14. Infrastructure (Physical & Academic)

    a. Number of buildings, class rooms added

    b. New Laboratories & equipments added

    c. Annual budget allocated & utilized

    d. Green initiatives

    e. Number of Volumes & Titles in library

    f. Number of National& International journals

    g. Digital Library

    h. ICT enabled classrooms

Monitoring Strategic Plan

The implementation of strategic plan will be monitored time to time by Principal, IQAC through periodic review. The heads & committee coordinators will prepare the detailed progress report and present it in the review meetings. The benchmarking of quality standards and its monitoring, evaluation of attainment will be carried out by the IQAC independently. The IQAC will report the findings to the principal. With thorough analysis of outcomes and based on IQAC report, the principal will recommend the corrective actions, need of further processes and deployment of resources. All these reports will be forwarded for further discussions and approval to management & Governing Council members.

Principal

Strategic Planning and Road Map for 5 Years (2022-2026)

For any institute to grow and develop, it should have a strategic planning system in place. Strategic planning is an organization's process of defining its strategy, or direction, and making decisions on allocating its resources to pursue this strategy. It may also extend to control mechanisms for guiding the implementation of the strategy.

The long term plans have been laid down in the strategic plan in consultation with Department committees, joint workshops of senior professors for strategy formulation. Kathir College of Engineering will sustain its excellence and distinctiveness by following a strategic plan that is built upon six sub areas namely

- Academic Process
- Self-Learning
- Employability
- Industry Connect
- Research and
- Personality development

5 Year Strategic Plan for 2022-2026

Kathir College Of Engineering's Five Year Strategic Planning aims towards reaching the following milestones for which the action plans in the previously mentioned sub areas are aptly mapped to following activities based on 6 E's which are planned for effective implementation and monitoring are detailed:

- Excelling in Teaching Learning Process
- Empowering students in PRIDE (Projects, Research, Innovation, Design & Entrepreneurship) activities
- Enhancing research capacities and Outcomes
- Enabling Inclusive and sustainable growth
- Extending collaborations and capacity building efforts
- Expanding opportunities for societal services

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Mile stones

- Autonomous status
- Starting an in-house incubator with atleast 10 start-up firms
- Enhancing Research Capabilities and Outcomes
- Strengthening collaboration with Industry in Research, Consultancy, Training & Internships
- Global Initiatives through Foreign University Tie - Ups
- UG in Emerging Areas & PG in Niche Areas
- To improve Core Placements
- Enhanced Community Engagement
- Faculty Competency Building in areas of New Age Technologies & Research
- Increasing Industry Linkage
- Patent Commercialization
- 50% of Faculty Members with Doctoral Degree

Excelling in Teaching Learning Process

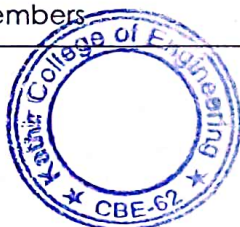| Plan	Implementation	Monitoring
Curriculum Design (after obtaining autonomous status)	• Implementation of Outcome Based Education • Choice Based Credit System • Benchmarking with Curriculum and Syllabi of Premier institutions • Industry driven	• Program Advisor Committee • Board of Studies meeting twice a year • Academic Council • Session on OBE • Attainment calculation & Conduct of remedial action to fill the identified gaps
Classroom Delivery using Education 4.0	• Introduction of Smart classroom • Usage of Google Classroom • Flipped Classroom • Active Learning by following andragogy	• Standard of Power Point Presentations, online materials and videos • Course Related Articles, Faculty Lectures, Educational Videos, Visual Presentations, Instructor Notes and question bank will be uploaded on Google classroom

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		• Internal mark will be awarded for flipped classroom sessions and class room participation
Strong Work Ethic	▪ Practicing of time management by staff and student ▪ Developing Ethical practices among staff and student	▪ Monitoring of students for adhering to Time line in submission of assignments ▪ Plagiarism check in submitted responses ▪ Rubrics for precise assessment of individual's contribution in a team
Attainment of Learning Outcomes	▪ HOTS, GATE Questions ▪ Assessments-pattern ▪ Practical learning, Internships, Assessments	▪ Conduct of bridging classes for the needy students through impact analysis
Diversifying our faculty and enhancing faculty excellence	▪ Special Interest Groups (SIG), attending FDPs of premiere institutions, mandatory Industry Training etc.,	▪ Department Target based on APA scheme

Empowering students in PRIDE (Projects, Research, Innovation, Design & Entrepreneurship) activities

Plan	Implementation	Monitoring
Training	▪ Technical training and Aptitude training by experts ▪ Boot camp training ▪ Industry Specific Training	• Every day online Assessment and Attendance is maintained • Feedback is collected from the students as well as the trainers • Separate portal will be maintained for training students
Addition of Companies	▪ Industrial interaction by faculty members	twice in a year

Maximizing the count of placed students	▪ Technical training ▪ Communication skills training ▪ Boot camp training ▪ Aptitude training ▪ Mock interviews ▪ Company Specific test	▪ Assessment for boot camp students ▪ Assessment is done by Alumni. ▪ Feedback is collected from alumni based on the mock interview
MoUs	▪ MoU with reputed organizations	▪ Programs were organized in coordination with the organizations.
Student driven, alumni and industry person mentored, faculty guided initiative to establish an ecosystem for students, alumni, faculty and staff of College to nurture Projects (patents, products, publications), **Research, In novation** (Ideation, incubation), **Design** and **Entrepreneurship** competency	▪ Problem statements to be scrutinized and approved by industry experts preferably alumni of KCE	▪ Evaluation Team should comprise of academicians and Industry experts
Pivotal role in promoting inter-disciplinary projects among the students from various departments and also keen in converting the projects in to Product	▪ Problem statements to be chosen for Projects from Hackathon competitions, Tamilnadu and India Start-up ideas	▪ Department level Project co-ordinators to ensure that all problem statements are reflecting societal values
Focused guidance and networking of interested students to disseminate and participate in National and Global level competitions	▪ Encouraging to participate in national/state level design contests and prototype building	▪ Each student either as individual or as group to participate in atleast two events in each semester

Enhancing research capacities and Outcomes

Plan	Implementation	Monitoring
Strengthen our research capacities • Interdisciplinary research centres—research clusters • Student participation in research activities, STARTUPS, INCUBATIONS Organizing research conference • Increased resources & plagiarism awareness • Expand Funding base, Incentivize faculty PRIDE • Establish new initiatives and grow existing ones to attract and maintain "high performing" research faculty	• Encouraging all faculty members to register for PhD • Applying Proposals for Funding agencies • All departments to become recognized research centres for pursuing PhD	• API to include relevant weightage for Research outcomes
Promote research on thrust areas and public issues • Faculty engagement in consultancy projects • Projects for public issues in technology areas security, agricultural growth, technology for challenged, water purification, sewage treatment, energy management, waste recycling, grand challenges of	• Each faculty member shall be assigned a task of carrying out atleast one consultancy work for relevant industry to solve industrial problems	• API to include relevant weightage for Problem statement worthiness and consultancy

engineering, e-governance and urban poverty etc		
Make our research accessible to the wider public through Newsletters, Website, SCOPUS / PUBLONS / Researchgate/ORCID etc	▪ Publications in Scopus /WOS indexed journal by faculty as well as students ▪	▪ Faculty API to include relevant weightage for Joint Publications and Citation index

Enabling inclusive & sustainable institutional growth

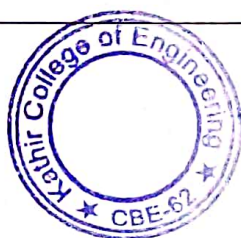| Plan	Implementation	Monitoring
Establishment of new UG in Interdisciplinary emerging branches and PG in niche areas ▪ Artificial intelligence, block chain, robotics, quantum computing, data sciences, cyber Security and 3D printing and design	▪ Introducing UG courses in emerging areas and PG courses in niche areas proposed by AICTE	• At least one course is introduced every year for next three years
Expanding career opportunities for our students ▪ 450 hours of skill development training ▪ Core company placements through CoE	▪ Mandatory skilling for all students to become eligible for placement opportunities without any skill gaps	• Skill mapping for individual students by departments to identify the gaps
Strengthen institutional governance and leadership ▪ Enable timely decision-making and optimal utilization of institutional resources for a large and fast growing	▪ By having a productive and powerful Governing Council to take policy decisions to keep the institution as promising and futuristic	• Statutory committees to recommend policy changes for the betterment of institution and adhering to the recommendations

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institution • Good governance		
Strengthening the role of our students as stakeholders • Robust and responsive support system for students • Mentoring, Grievance redressal	• Keeping students and alumni as part of all committees involved in policy framing and implementation for the betterment of students and society.	• Adhering to the Policy documents
Strengthening alumni relations • Alumni interactions • Alumni referral schemes • Incubation • Entrepreneurship	• Inducting alumni chapters in all big cities where alumni presence exist. • Having alumni representation during all policy decisions • More concessions for alumni to use KCE incubators	• Adhering to the Policy documents

Extending collaborations & capacity building efforts

Plan	Implementation	Monitoring
Promoting interdisciplinary and industry collaboration • Industry driven Skill Development Centres	• Introducing makers space in college for students to discuss and try their ideas converted to prototypes	• Active usage of proposed makers space by interdisciplinary students as a team
Expanding capacity building programmes • Increase language training programmes • capacity building efforts that bridge the gap between the world of theory and practice	• Inviting more fresh and experienced entrepreneurs to address the prospective students to understand the reasons for failures and success in start-ups	• Through calendar of activities by KCE Entrepreneurship Development Cell

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Expanding opportunities for Societal service

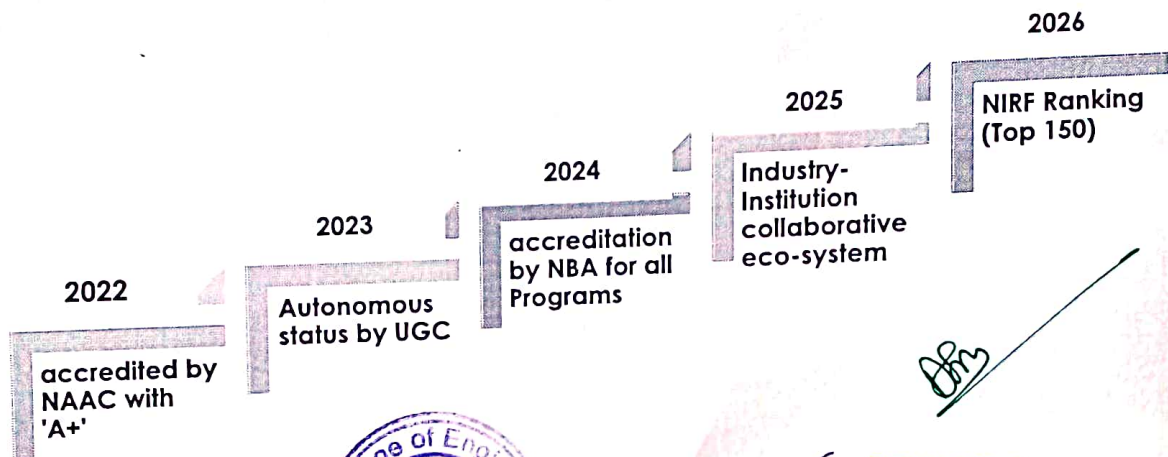| Plan	Implementation	Monitoring
Engaging with our local community Centre for Social and Community Services ▪ Enhance institutional support, encouragement and participation for student-led socially relevant activities ▪ Strengthen Inter-College collaborative activities to promote science and technology, IGNITE, BIG GENIUS, DHRONACHARYA, GURUKUL ▪ Skill development Programmes for local community	▪ DDUGKY & PMKVY Scheme	▪ Through fixing a target and reaching the goal at institution level
Strengthening our contribution to national and global policymaking ▪ Establishing good partnerships with Central and State government ministry and agencies, and other leading institutions within the country	▪ Participation in all surveys proposed by government/ industries related to academics and society related to Policy changes such as AICTE approval process handbook preparation/National education Policy etc.,	▪ Through circulars to all faculty members to encourage their active participation. ▪ Having weightage in API for societal contributions

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Kathir College of Engineering

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Roadmap for 5 Years (2022-2026)

2026
NIRF Ranking (Top 150)

2025
Industry-Institution collaborative eco-system

2024
accreditation by NBA for all Programs

2023
Autonomous status by UGC

2022
accredited by NAAC with 'A+'

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