NARASARAOPETA ENGINEERING COLLEGE
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Key Indicator - 6.2

Strategy Development and Deployment

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6.2.1

The institutional Strategic/ Perspective plan is effectively deployed

1	Strategic plan
2	Quality Policy
3	Long term goals
4	Short term goals

The institution has a solid strategic plan with well-defined goals.

1. **Effective teaching and learning process.**
2. **Student and faculty development and participation**
3. **Accreditation from statutory bodies.**
4. **Internal Quality Assurance System**
5. **Research and Development Work.**
6. **Social engagement and Community service.**
7. **Industrial and Alumni Interaction.**
8. **Physical infrastructure and facility.**
9. **Placement and Training.**
10. **Entrepreneurship.**
11. **Incubation Centers and Start-Ups.**

The Strategic Plan ensures that the targets are accomplished through an accountability process that includes review, evaluation, reporting, and re-planning.

A strategic plan is an important tool for a college to effectively manage itself because it

- Provides a frame work for effectiveness and sense of direction

- Outlines the goals and measurable targets

- Is useful for guiding day-to-day actions

- Helps in evaluating progress and changing approaches when moving forward

As illustrated in below Figure, it is an iterative process at both stages, namely when framing and when implementing.

- ## Why Strategic Plan

Strategic plan is an important tool for a college to manage itself effectively because it:

- Provides a frame work for effectiveness and sense of direction
- Outlines the goals and measurable targets
- Is useful for guiding day-to-day actions
- Helps in evaluating progress and changing approaches when moving forward

It is an iterative process at both the stages, i.e., while framing and when implementing as well as shown in Figure.
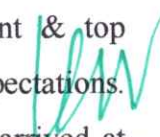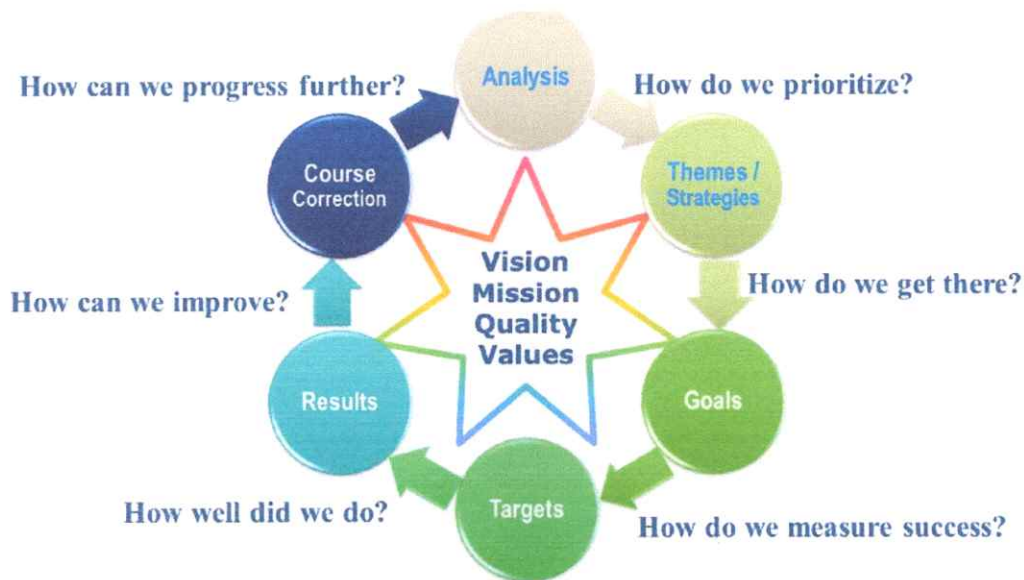

The plan is developed to establish deep roots that provide firm foundation for the constant Up-gradation of the institution, as well as to energize the drive of experimentation and innovation, keeping the focus on Institution vision and mission. The strategic plan sets out a frame work of priorities for the Institution.

The Chairman, Vice Chairman, Secretary and the members of the Governing Body have felt the need of preparing a strategic development plan for the institution in a formal written document format. The mandate was given to the Principal to develop strategic plan **2018-2023** for the institution. The management & top leadership team met and brain stormed on SWOC and stake holders' expectations. The Leadership team met a number of times, deliberated in detail and arrived at

vision, mission, and quality policy and core values for NEC. Environment scanning was done keeping vision in mind. The team also discussed about Institutes strategic High-Level Goals to be achieved by 2023.

Institution strategic goals formed the main theme for arriving at strategies, sub strategies and road to accomplish them. Each Strategy was deliberated and sub-strategies were arrived towards implementation plan. Implementation plan worked out all details such as budget, resources needed and leaders responsible to implement with time lines. This implementation is separately maintained by the head of the institution.

Departments play a pivotal for the institution; hence each department worked out on their vision, mission and short, mid & long-term goals. The implementation plan for the departments also reflected all details such as budget, resources needed as well as leader responsible with time lines. HODs form the core team for implementing departmental goals under the guidance of Deans/Principal.

Strategic Development Plan emphasizes on evaluation measures, monitoring team along with deviation steps if any over a period of time. The evaluative components for each stake holder are clearly spelt out along with periodicity of performance evaluation reviews.

The final draft document was discussed with GB and after its detailed review; the suggestions were incorporated towards its effective implementation. This comprehensive plan forms the guiding plan for the years 2018-2023.

Quality Policies

NEC strives for imparting quality technical education by adopting best possible standards for continual improvement in skills with awareness of social responsibilities.

Short term goals

- Quality assurance and endurance through Accreditation NBA and NAAC
- Academic excellence by achieving by 100% pass in examinations
- Encouraging students' participation in co-curricular, and extracurricular activities
- Honing life skills of the students

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- To conduct add-on programs relevant to Industry
- Organizing programs on entrepreneurship
- Arranging 100% placement for students
- To start new UG/PG programs in emerging areas thus improving the potential of employability among students

Long term goals

- To attain the status of Center of Excellence in Technical Education and Research
- To be ranked at top in the list of NIRF Technical institutions in India
- To offer viable programs of relevance for upliftment of rural students and populace
- To integrate the academics and R&D programmes by forging alliances with research organizations, government entities, industries and alumni.

In order to achieve the short term and long-term goals, Strategic Goals and Implementation Plan are

Goal 1: Effective teaching and learning process

Goal 2: Student and faculty development and participation

Goal 3: Accreditation from statutory bodies

Goal 4: Internal Quality Assurance System

Goal 5: Research and Development Work

Goal 6: Social engagement and Community service

Goal 7: Industrial and Alumni Interaction

Goal 8: Physical infrastructure and facility

Goal 9: Placement and Training

Goal 10: Entrepreneurship

Goal 11: Incubation Centers and Start-Ups

The institute has a clearly defined organizational hierarchy and structure to support clear and consistent decision-making processes that support effective decision making. Through the involvement of stakeholders on various Boards (Governing Body, Academic council, Board of Studies and Finance Committee's), the organizational structure lends itself to the maintenance of institutional capacity and educational effectiveness.

The organization has a well-organized administrative structure, with the Governing Body serving as the highest decision-making body, as well as other functional bodies and committees.

Service rules, Procedures, Recruitment and Promotional Policies:

Narasaraopeta Engineering College has defined policies that were developed with the participation of various stakeholders such as the Principal, members of Management, and members of the Governing Body. The policy has been revised, and new policy amendments have been introduced for the benefit of stakeholders.

To raise awareness among employees and students, the documents are published and made available in the institute library as well as in all departments.

The detailed information on the above policies and procedures is available in the Service Rules and Regulations & Administrative Manual, which is linked to for more information.

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