MATURI VENKATA SUBBA RAO (MVSR) ENGINEERING COLLEGE
(An Autonomous Institution)
(Sponsored by Matrusri Education Society, Estd.1980)
Approved by AICTE & Affiliated to Osmania University, Estd.1981
ISO 9001:2015 Certified Institution, Accredited by NAAC
Nadergul-501510, Hyderabad, website: www.mvsrec.edu.in

STRATEGIC PLAN

2023-2028

Chairman's Message

Maturi Venkata Subba Rao Engineering College, Nadergul, Hyderabad, Telangana State was established by Matrusri Education Society in 1980 aiming at becoming a pioneer in Technical Education in the private sector. The college offers courses in Automobile Engineering, Civil Engineering, Computer Science and Engineering and allied branches -AI & ML, CSIT, Data Science, IOT-BT-CS, Electronics and Communication Engineering, Electrical and Electronics Engineering, Mechanical Engineering, besides ME/M.Tech (Structural Engineering, CSE, CAD/CAM, VLSI & Embedded System) and Master of Business Administration. The instructional facilities are spacious and laboratories are continuously upgraded with state-of-the-art equipment. There are highly qualified and dedicated faculty. The strategic plan and deployment of 2023-28 would act as supervisory document for the next five years to assess and improve the institution towards delivering high quality education thereby earning due recognition.

I congratulate and commend the high-quality work done by the Principal, HoDs and Faculty towards developing strategic plan & development 2023-28.

Wishing all the Success!

Dr.K.P.Srinivas

Chairman, MES.

Principal's Message

Maturi Venkata Subba Rao (MVSR) Engineering College, established in the year 1981, is one of the early Engineering Colleges in private sector with an aim to impart quality engineering education. MVSREC, with a standing of 41 years, is one of the most sought-after engineering College in the state of Telangana, has strived continuously all through these years to evolve as an engineering college with best practices in the field of education. In this endeavour of continuous improvement, the college has a Strategic Development Plan (SDP) laid out for its future growth. The SDP aims at overall development in all the aspects of teaching- learning process, research activities, student centric activities etc. In implementing the SDP in letter and spirit the college has constituted several committees and cells like IQAC, RDC, Academic audit cell, IIC, EDC, IPR Cell amongst others. All committees aid in giving inputs for the overall growth of the institute in consonance with Mission and Vision of the college.

My sincere thanks to the Management for their unstinted support, all HoDs, Faculty, Staff, Alumni, and other stakeholders in implementing SDP. My heartfelt thanks to all those who are directly or indirectly involved in the making of SDP document.

Dr. G. Kanaka Durga

Principal

PREFACE

An educational institution engaged by dissemination of professional knowledge and active research in the field of engineering has an important responsibility of moulding young minds and preparing them as technically competent engineers/researchers. This is a continuous process and calls for a strategic approach.

Strategic Planning is very essential in guiding the institution towards accomplishment of the vision, mission and short-term, long-term goals. The objective and goals are arrived by continuous deliberations and interactions with all stakeholders. Strategic Planning and deployment are based on analysis of current compliances and future opportunities which envisage the direction towards an educational institution should move to meet its set goals.

First part addresses the institution Vision, Mission, core values and perspective plan. These are defined and directed by the stakeholders (Management, Faculty & Staff, Students, Parents, Industries and other communities) through SWOC analysis. After analysing the internal & external environment, institutional goals were set taking all possible growth domains through continuous thought process with stakeholders. A strategy with action plan, implementation path and monitoring hierarchy is deployed to achieve strategic goals and transformation into a premiere institution at national level.

Vision

To impart technical education of the highest standards producing technically competent, confident, and socially responsible engineers.

Mission

M1: To impart adequate fundamental knowledge, technical and soft skills to the students.

M2: To make the learning process exciting, stimulating, and joyful.

M3: To create a climate conducive to an excellent teaching-learning process.

M4: To bring out the creativity in students.

M5: To contribute to the advancement of engineering and technology

M6: To make a positive contribution to meet societal needs.

Quality Policy

A standard quality policy was framed based on the vision and mission of the Institution and driven by the needs of the stakeholders. Institution aspires to continuously improve performance through systematic assessment and up-gradation of Teaching Learning Process by adopting ISO 9001: 2015 Quality Management system which reduces various risks and enhances overall performance of institution, also strengthens relationships with stakeholders.

Core Values

- **Value:** To act with integrity and honesty in accordance with the highest academic, professional, and ethical standards to meet human and societal needs.
- **Conducive Environment:** To provide an exciting learning & experiential ambience to bring out creativity and innovations.
- **Guidance:** To encourage and guide on emerging skills like Analytical Ability, Critical Thinking, Problem solving and Familiarization with new technologies to meet industrial needs.
- **Equal Opportunity:** To ensure fairness in work system & practices in order to promote equal career growth and to reduce discriminations at workplace.
- **Competitive Spirit:** To generate globally competitive engineers through effective teaching learning system by imparting SMART guidance.
- **Student Centric:** To educate in smart and creative way with good infrastructure and required resources to make students to excel in their interested fields.
- **Research & Development:** To commit to explore in new research areas in diverse perspectives**.**
- **Entrepreneurial Values:** To inculcate entrepreneurial attitude among students.
- **Global Challenges:** To enhance educational standards in various disciplines to enable to meet global challenges.

About College

Maturi Venkata Subba Rao Engineering College was established in 1981 with affiliation to Osmania University. Currently the college has B.E programs in Civil, CSE and allied branches -AI & ML, CSIT, Data Science, IOT-BT-CS, ECE, EEE, IT, Mechanical and Automobile Engineering, PG programs in CSE, ECE, Mechanical and Civil besides MBA. In all about 1000 students take admission per year. The college is one of the earliest of the private Engineering colleges in the state, and since inception, the college has ensured excellent and exemplary standards, which has helped the college to be one of the topmost and sought after colleges in the state. The college is located in a sprawling campus at Nadergul, just 16 kms from the city centre. The instructional facilities are spacious, and the laboratories are continuously upgraded with state-of-the-art equipment. There are over 220 plus highly qualified and dedicated faculties. Faculty of various departments handle several consultancy assignments from GHMC, DRDO, RCI, IIE, Defence laboratories etc.

The college has got received 10 years autonomous status from University Grants Commission, New Delhi in 2021. The UG programs in engineering have been accredited by NBA multiple times. The college has got accredited by NAAC in 2018. The college has NIRF rank band 250-300. It is an ISO 9001:2015 certified Institution. The college has got 50^{th} rank in Top 175 engineering institute rankings 2021 according to Times Engineering Institute ranking survey 2021. Received 46^{th} rank in Private engineering colleges in South Zone as per The Week Hansa Research survey, 2021. Received Bright Institute Award from Spoken Tutorials, IIT Bombay for outstanding contribution in organising trainings and spreading awareness on FLOSS/MOOCs from Southern region.

Principal of MVSR Engineering College Dr. G. Kanaka Durga has been awarded “Best Engineering Teacher Award” by The Institute of Engineers (India) Telangana State centre for her outstanding contribution to the engineering education.

About 70% of the eligible students get jobs through campus placements in the top Companies and MNC's like Cognizant, IBM, Infosys, Wipro, Cap-Gemini, Deloitte, CSC, Intergraph, Mahindra & Mahindra, Hyundai, CISCO etc., and reputed core companies.

The College has a sophisticated Digital Library and also has an impressive repository of technical reference books, Magazines, National and International Journals catering to the needs of the students and faculty. Students and staff are provided with very good indoor and outdoor sports facilities and Yoga facility. College facilitates good transportation, canteen, hostel and facilities for disablers. A dispensary and ambulance service is provided in the campus for the benefit of students and staff. Every effort is made to ensure that the students are trained in technical skills while inculcating in them a sense of social responsibility, in tune with the vision and mission of the college.

Programs offered by the Institution

Maturi Venkata Subba Rao Engineering College offers the following UG and PG level Programs.

S.No		Discipline	Intake (Including EWS)	Intake
1	B.E. Programs	Automobile Engineering	64	60
2		Civil Engineering	64	60
3		Computer Science and Engineering	193	180
4		Computer Science and Engineering (DS) (Data science)	64	60
5		Computer Science and Engineering (AI & ML) (Artificial Intelligence & Machine Learning)	65	60
6		Computer Science and Engineering (CIC) (IOT & Cyber security including Block chain technology)	64	60
7		Electronics and Communication Engineering	193	180
8		Electrical and Electronics Engineering	64	60
9		Information Technology	193	180
10		Mechanical Engineering	64	60
11	M. Tech	Computer Science and Engineering	18	18

12	M. Tech	Electronics and Communication Engineering (VLSI Design & Embedded Systems)	18	18
13	M. Tech	Civil Engineering (Structural Engineering)	18	18
14	M. Tech	Mechanical Engineering (CAD/CAM)	18	18
15	MBA	Master of Business Administration	64	60

Perspective Plan

Perspective plan of the institution is a blueprint regarding the objectives and targets of long run growth. It covers both short term (1 Year) & long term (5 Years) plan with an objective to meet social, economic and development goals, policies and priorities relating to institution. The basic purpose of a perspective plan is to provide a policy framework for further detailing and it serves as a guide for Governing Body authority in preparation of the development plan.

A) Short Term Plan of the Institution

Short-term planning is usually considered to take on a daily, weekly, monthly, even quarterly and yearly goals which look at the current situation and fix potential issues as soon as possible and perform from time to time. Institution short term goals are as follows:

- To ensure placement of students to increase by 20 percent with best in industry package.
- To improve Research Development and Consultancy activities within each department by collaborating with industries.
- To motivate faculty in publishing research articles in reputed indexed journals like SCOPUS, ELSEVIER and SCIENCE DIRECT etc.
- To encourage faculty to publish more in number of journals and in conferences.
- To conduct International Conferences at least two per annum.
- To encourage students to take part in engineering conferences and events.
- To offer minor degree for UG students.
- To enable students to get opportunities to work in the core field.
- To encourage faculty and students to do research in collaboration and use the resources of RD cell.
- To provide more opportunities for industry exposure through quality internships and projects.
- To offer courses reflecting to the needs of society and industry.
- To improve participation of students in Smart India Hackathon.
- To improve the Incubation sources and support to student and faculty for their research and innovations-based projects.
- To drive Innovations & Entrepreneurship ecosystem prescribed by AICTE, MOE's Innovation Cell.

B) Long Term Plan of the Institution

Long-term planning of the institution involves goals that take a longer time to reach and require 5 stage approach, they usually take a minimum of a year or two to complete. They aim to permanently resolve issues, reach and maintain success over a continued period. Institution long term goals are as follows:

- To establish centre of excellence of national importance in at least three departments.
- To promote faculty Ph.D qualifications up to 40 percent.
- Faculty and students to explore more funding opportunities in research & development projects.
- To seek more funds / grants governmental and non-governmental agencies like AICTE, DST, and other agencies for research and development activities.
- To enter into MOUs with diversified Industries and other organisations in India and abroad.
- To establish tie-up with reputed national and international universities for faculty and student exchange programmes.
- To strengthen ties and build strong relationship between the engineering departments and related industry partners
- To strengthen industry institution interaction through industrial supported labs.
- To conduct programmes to instil students adequate technical, communication, group cohesiveness and leadership skills.
- To promote consultancy activities to generate significant financial resources.
- To motivate and train students to appear in All India competitive examinations and to achieve success in GATE, CAT, and other state & central services.
- To guide and encourage students to be Entrepreneurs in frontier areas.
- To achieve higher accreditation status in NAAC, NBA, NIRF, ARIIA.

Strategic Planning

Strategic Plan is an institution process of defining its strategic goals, direction and making decisions on allocating its resources to pursue this strategy. It is also a control mechanism for guiding to achieve institutional vision and short term & long-term goals within a time frame keeping in view of vision, mission, focus energy & resources. Our institutions strategic plan strengthens operations to motivate and ensure that employees and other stakeholders are working towards SMART approach by imparting five stage methodologies (goal setting, analysis, strategy formation, implementation and assessment). The following aspects of the institution are considered while developing the strategic plan.

- Strengths and Weakness
- Opportunities and Challenges

SWOC Analysis

The most essential stage in strategic planning is SWOC analysis which is a technique to identify strengths, weakness, opportunities and challenges of an institution. This SWOC analysis helps to identify the work domains and thrust areas in view of vision & mission, which need to be strengthened for the development of the institution.

- **Institutional Strengths**

  - A premiere institution with a rich legacy.
  - Well-structured curriculum, providing scope for introducing technological advancements and developments in the curriculum
  - Well-designed PSOs, PEOs, POs and defined mission and objectives meeting the requirements of UG/PG Programs
  - Highly qualified and experienced faculty
  - Additional courses introduced in Computer Science Engineering branch.
  - 100% admissions against sanctioned intake
  - Skill development through add-on courses.
  - Introduction of value-added courses.
  - Thrust on innovation and research.
  - Faculty are provided seed money for research activities.
  - Effective student mentoring and guidance.
  - Curriculum flexibility
  - Certification courses through NPTEL, CISCO, Course era and Spoken Tutorial.
  - Availability of various clubs like cultural, social, sports, Fine arts, and photography club etc. for development of the students.
  - Professional bodies
  - NITTR chapter for faculty development
  - NPTEL local chapter to offer certification courses to students through MOOC programs.
  - Good Pass percentage in the Semester End Examinations (SEE)
  - Adequate teaching- learning infrastructure with ample green coverage and sufficient scope future expansion
  - Strong Alumni base and maintaining continuous relations with Alumni
  - Faculty and Staff retention rate is high.
  - Well-equipped and maintained laboratories, classrooms with ICT facilities
  - Encouragement from Management in Seed funding towards Research and Innovations projects at UG Level
  - Increased number of placements to students with higher industry package than previous year.
  - Increased number of student Internships.
  - Increased number of publications in UGC, Scopus and in other reputed national and international journal publications by the faculty
  - Adequate number of FDPs and STTPs conducted
  - Collaborations with external agencies, industries through MOUs for industry institute interactions
  - Participation of faculty in Administrative & Academic committees, good team work & cooperation among various levels of hierarchy in institution.
  - Culture to promote to Train the Trainers, forming volunteer groups headed by senior faculty from every department
  - Departments are actively involved in executing R & D projects and consultancy from GHMC, DRDO, RCI, IEI, UGC, TSRTC, Institute of Engineers, Hyderabad, Universities and other colleges. and other private Institutions

- The disciplines of CSE, ECE and Mechanical under Faculty of Engineering are recognized as Research Centre by Osmania University.

➢ **Institutional Weakness**

- Faculty training in Technical modules & Human values with NITTTR, reputed industries, research centres and premier institutions
- Research outcome with respect to quality
- Incubation centre or external incubation support for promoting start-ups
- Technical extension or outreach activities
- Placement in core engineering disciplines
- Multidisciplinary research development
- Modernization of laboratory facilities
- Start-ups from students
- Number of faculty with Ph.D qualification

➢ **Institutional Opportunities**

- To Establish Incubation centre in emerging fields in collaboration with R&D and industry.
- Scope for multidisciplinary sponsored programmes.
- Scope for innovative consultancy projects.
- To register PG programs in the departments which are not currently offering
- To expand research activities with sponsored minor and major research projects
- Offer quality improvement scheme for faculty in collaboration with premier institutes
- Encourage multicultural development through presence of national and international level students in the campus
- To establish incubation support/ centre for nurturing incubation
- Encouraging faculty to undergo training with industries towards gaining knowledge in the field of research & development and consultancy
- To provide customized technical training on latest advancements to professionals from nearby industries/Organization.
- Industry exposure to faculty and students in core engineering disciplines

➢ **Institutional Challenges**

- Ph.D Qualification ,Research Knowledge upgradation of the faculty
- Integration of Innovations with Start Up activities as per present needs
- Though industry tie ups for high package placement
- To promote industry relevant innovative programmes
- Research publications in High impact journals.
- Keeping pace with recent technological changes
- Encourage faculty members contributing in good research output
- Attract students from outside state to build national wide reputation.
- Strategic alliance with prestigious national & international organizations and institutions

Stakeholders Expectations

Stakeholders	Expectations
Management	• Good Governance & Leadership • Maintaining Institutional Values & Ethics • Brand Value • Sustainability • Social Responsibility • Institution's Financial Growth
Faculty & Staff	• Good Culture and Working Ambience • Academic autonomy with accountability • Transparency in Administration • Uniformity in Governing Policies/ Code of Conduct • Career Growth Prospects
Students	• Good Culture and Learning Ambience • Quality Infra Structure Facilities • Curricular, Co-Curricular and Extra- Curricular activities • Experiential Learning Opportunities • Platform to showcase Talent Sprint • International Learning Experience • Career guidance, Placement support and Entrepreneurial opportunities
Parents	• Individual Unique Identity/ Branding • Effective Teaching- Learning System • Disciplined Education System • Placement opportunities with best package • Effective counselling and mentoring system
Industries	• Engineering Graduates with industry needed Technically & Functionally skilled • Well-built Industry Institute Interactions/ Collaborations • Institution Brand / Higher Accreditations • Industry ready Professionals with Organization Citizenship Behaviour
Community & Others	• Quality and Privileged Education • Engineering Graduates Skills development for society needs • Institutions Social Responsibility • Engineering Graduates as Social, Ethical and Moral responsible citizens

Strategic Planning of the Institution (2023-2028)

Strategic Goal	Strategic Objectives	Action Plan	Strategy Implementation & Monitoring	Strategy Measurable
Academic Ambience by Good Governance	1. To provide high standard quality technical education.	1. Academics are driven by pedagogical initiation imparting academic atmosphere in such a way as to encourage the students to take the initiative in inquiry-based learning system. Students are also exposed to excellent opportunities to research component than the conventional classroom Learning system.	1. To uphold the high-quality education, our institution management (Executive Council and Governing Body as monitoring bodies) will ensure to maintain good governance and leadership, finance & accounts management, institution compliance, physical infrastructure, students activities to result in achievements.	1.1. Constituted Governing Body and Meeting for strategy implementation and monitoring status 1.2. Review of Vision, Mission from time to time.
	2. To maintain intellectual and professional achievements.	2. Institution always ensures to provide well experienced and ably assisted qualified faculty to improve the genesis of novel ideas in multi-disciplinary areas.	2.To implement the above promising academic ambience, Members of Governing Body, Finance Committee, Principal, Vice- Principal and Head of the Departments will monitor all aspects of activities to drive the academics towards higher accreditations and certifications.	2. Evaluation of Institution performance and bench marking.
	3. To uphold ethical and moral standards.	3. Institution holds the tradition of high ethical and moral standards plan in all aspects.	3.1. Develop a Code of Conduct for faculty, staff and students 3.2. Communicate the Code of Conduct	3. Regularly Review and Update the Code of Conduct and ensure that it remains relevant and effective.
	4. To develop practice for physical, mental and social health, and Societal needs	4.1. Conduct a needs assessment, establish a committee to develop program.	4.1. Time to time monitoring by Head of the Departments.	4. Evaluation of institution performance and bench marking.

	and to focuses on developing solutions to societal problems.	4.2. Plan community engagement programmes. 4.3. Evaluate the action plan to contribute to the broader societal needs.		
	5 To concentrate research endeavors on specific cutting-edge domains.	5. The Institution intends to establish MSME incubation centre to enhance its research activities (2023-2028)	5. Research and Development chief coordinator and Individual department R&D coordinators will monitor the progress of R&D activities.	5.1. No. of Quality Research Publications. 5.2. No. of Research Projects applied for grants. 5.3. No. of Research Projects Sanctioned.
	6. To form strategic partnerships between the institute and top academic/research institutions and enterprises, with the aim of globalizing institutional activities.	6. The institution plans to establish additional MOUs with esteemed academic/research institutions. (2023-2028)	6. Principal, Vice- Principal and Head of the Departments will monitor all aspects.	6.1. No. of Internships. 6.2. No. of placements.
Conducive Teaching-Learning Environment	1. To attract the best students into various disciplines by introducing new courses as per industry requirements.	1.Feedback mechanism to be processed to students, alumni, industry experts, faculty members regularly for curriculum development.	1. To process feedback mechanism effectively, institution conducts courseexit survey, alumni feedback survey, student opinion poll periodically by deploying faculty from each department as in- charge to respective activity and finally it is reviewed by HOD and principal.	1. Faculty and students are provided with teaching & learning resources like ICT infrastructure and lab facilities to support teaching learning process
	2. Improved and Advanced Pedagogical Skills.	2. To Initiate skill upgrading courses from industries to both students and faculties.	2. HoDs Initiate to impart skill upgrading courses andpractical learning tostudents and faculties through existing industrial collaboration like CISCO, IEEE, IEI, ISTE, SAE INDIA,IETE, CSI, SDS,	2. Conduction of course monitoring twice in a semester and student opinion poll survey at the end of semester to understand student satisfactory

			HMA, TASK, NPTEL, SPOKEN TUTORIAL etc.	evels in learning. Based onthat action taken by conducting remedial sessions
	3. Impart experienced and expertise faculty.	3.1. Experienced teachers are deployed to teach specialization courses. 3.2. Sponsoring faculty to upgrade knowledge & Skill through FDPS, Seminars, and Conferences in emerging areas.	3. Chief Timetablecoordinator ensure to Design effective workload (Theory & Lab sessions) based on experience to teach courses to students, HoDs allot workload and engage faculty & students through the sanctioned timetable for ensuring outcome-based teaching-learning process is at resultant.	3. Faculty from each depts. act as mentors to conduct Student Counselling & mentoring sessions, training at regular intervals, finally overviewed by HoDs and Principal.
	4. Orienting problem-based learning and introduce Workshops, Value added Courses in curriculum	4. Introducing practical learning to students through lab sessions, industry visits, Project based problem identification and solution d development	4.1. Observing classroom activities, collecting student feedback, and evaluating student performance on assignments and assessments. 4.2. Designing curriculum, creating teaching materials, hiring qualified faculty, and providing necessary resources such as technology and equipment. 4.3. Identifying and incorporating courses that provide additional value and skills to students beyond the core curriculum 4.4. making adjustments to course content or delivery methods, or providing additional resources to support student learning.	4. Assessment of student performance, feedback of students and faculty, graduation and job placement rates, and evaluate long-term outcomes.
	5. Maintaining outcome education	5.Connecting course objectives and content with blooms taxonomy to bring	5. Faculty and the staff should assist the students to achieve course and program learning outcomes.	5. 1. Programme educational objectives, student outcomes, direct and indirect assessments

		outcome-based teaching learning system		will measure outcome-based education. 5.2. Processing of graduate attribute attainment levels after result analysis are conducted (CIE & SEE).
	The environment must be safe, neat and clean, peaceful, caring, tolerant and impartial, steady, not punishing, accountable, warm, responsive and inclusive.	6. The environment should prepare the student with the necessary life skills besides academic skills.	6.1.Designing a curriculum to impart life skills as course or module. 6.2.Conducting workshops and training programmes. 6.3.Establishment of students clubs. 6.4.Mentorship programmes. Life skills can be monitored and assessed through various means, including feedback from instructors, peer evaluations, and self-assessments	6.1. Quality of interactions among students, faculty, and staff. 6.2. Effective Mentoring of students by faculty ,
	7. Motivate students to practice higher level critical thinking skills	7. Encourage students to make connections to a real- life situation and identify patterns is a great way to practice their critical thinkingskills. The use of real-world scenarios will increase rigor, relevance, and critical thinking.	7. Faculty acts as a bridge between new learning andwhat students already	7. By designing the tasks or test items that require students to demonstrate the knowledge or skill.
Research & Development Centre	**1.** Develop a culture of innovation and creativity within the R&D Centre	**1.** Establish an innovation and creativity program that encourages all R&D Centre	**1.** To foster a culture of innovation and creativity, promote collaboration and knowledge sharing among employees while	**1.** Increase the number of patent applications filed by the R&D Centre in the next two years.

	to foster new ideas and solutions.	employees to participate in brainstorming sessions, idea generation workshops, and hackathons.	acknowledging and incentivizing those who contribute to the development of new ideas and solutions.	
				2. Expand the R&D Centre's research portfolio in emerging areas of research and encourage faculty.
	2. Expand the scope and depth of research to meet the needs of the institution and its stakeholders.	**2.** Conduct a comprehensive needs assessment to identify areas of research that are in high demand by the institution and its stakeholders and prioritize those areas for research activities.	**2.** To effectively meet the institution's research needs and engage stakeholders, conduct a thorough needs assessment, establish a research steering committee, allocate resources and funding, promote collaboration and partnerships, and monitor and evaluate research projects accordingly	**3.** Increase the number of research partnerships and collaborations the next two years.
	3. Increase collaboration and partnerships with industry, government, and academia to accelerate innovation and commercializati on of research.	**3.** Strengthen the R&D Centre's network of partnerships and collaborations with industry, government, and academia by establishing joint research projects, internships, and technology transfer agreements.	**3.** To foster collaboration and maximize the impact of partnerships with industry, government, and academia, establish a dedicated team to identify and cultivate collaborations, develop joint research projects and agreements, allocate resources, monitor and evaluate project impact,	**4.** Provide incentives to faculty with 10,000 for publishing their research papers in SCI and SCOPUS indexed journals
		4. Develop a comprehensive talent acquisition and retention strategy that includes competitive compensation packages,		

	4. Enhance the capability of the R&D Centre to attract and retain top talent in the field of research. 5. Establish and maintain a state-of-the-art research infrastructure and equipment to support cutting-edge research activities.	professional development opportunities, and a positive work environment. 5. Invest in the acquisition and maintenance of cutting-edge research equipment and infrastructure to ensure that the R&D Centre remains at the forefront of research in its field.	and effectively communicate the benefits to stakeholders. **4.** To attract and retain top talent, develop a holistic approach that encompasses competitive compensation, professional growth opportunities, a positive work environment, mentorship programs, regular employee surveys, feedback mechanisms, and continuous monitoring and improvement of the talent acquisition and retention strategy. 5. To ensure the R&D Centre has the necessary infrastructure and equipment for effective research, conduct a comprehensive needs assessment, develop a plan for acquisition, maintenance and upgrades, allocate resources and funding, monitor effectiveness, and implement regular maintenance and calibration schedules to ensure reliability and accuracy.	5. Maintain a state-of-the-art research infrastructure with at least 95% uptime for all equipment and facilities.

Progressive Industry Institute Interactions & Placements	1) Explore common avenues of interaction with industry.	Involve industry in 1) Curriculum design 2) Co-curricular activities for partial delivery of course. 3) Industry supported labs and certification courses	1) It is made mandatory that Industry professionals shall be part of various administrative bodies of departments and college. Their input shall be considered during review of curriculum. 2) Heads from all departments with course coordinators shall decide the courses/ area of topics in which guest lectures, seminars, conferences, workshops are to be arranged and industry invited 3) Motivate faculty and students for acquiring industry certifications in latest technologies (2023-28)	1) Participation of industry in IQAC, DAB, BoS 2) Number of Guest lectures, Seminars, conferences, workshops conducted during semester 3) Number of industry certifications by faculty and students
	2. Involve Industry personnel in research & consultancy works of faculty and student projects.	2. Collaborate with MVSREC R&D cell and IIC to guide students for projects and enable them to participate in various national level project contests to showcase their creativity and innovation.	2.1. Students shall be encouraged and incentivised for choosing to do projects in industry. 2.2. Create awareness among students and faculty regarding the issues and challenges faced by the current industry and how practical solutions can be provided **(**2023-28)	2. Number of Student projects in industry Number of sessions by industry professionals on current trends and project ideas. Number of projects participated in National level competitions. Number of projects converted into market fit prototype/ Product.
	3. Identify opportunities for student internships/ projects in industries.	3. Explore internship opportunities from various agencies like government, industries, professional bodies and start ups.	3. Students are allowed to fetch or avail provided internship opportunity during semester break, Also guiding them to register in AICTE Internship portal and Internshala. (For Every Academic Year)	3. Semester wise data from respective departments- Number of Students enrolled in Internship from industries, Number of students successfully completed internships from industries and start ups.

	4. Provide special career counselling.	4. Feedback from recruiters with regards to students performance and provides training through MVSREC centre of excellence, career guidance cell to improve student employability skills and ensure to be industry ready.	4. Through employer feedback survey, Training and Placement officer regularly collects feedback from recruiters to identify employability gaps, based on that career guidance is provided by conducting CRT sessions as part of academic timetable. Also centre of excellence conducts various sessions in emerging skills required to gain jobs in core areas. (2023-28)	4. CRT Sessions Feedback survey, Pre-placement talk feedback survey, Exit survey. Employer feedback survey."
	5.Separate CDC Cell	5. Competency Development Cell (CDC cell) is established and function to identify and implement skill development programs in advanced technological domain for students.	5. Students and Faculty shall be encouraged to attend the training programs organized by Professional bodies, certification courses from Cisco, NITTTR,NPTEL,MOOCs **(**For every Academic Year)	5. Number of faculty certificatons, Number of students certfactions .
	6. Guiding students to pursue higher education.	6. Provide training and study material facilities to students to prepare for higher education by connecting them with industry linkages and guidance from career guidance cell.	6. Faculty from each department will coordinate with T&PO and Assistant T&PO to provide CAT, GATE and other state & central service exams previous model material, also material suggested, prepared by faculty will be provided to students who are planning for higher education. (For every Academic Year)	6. Placement cell records the data of Number of students preparing for CAT, GATE and other state & central service exams per annum
Innovation & Entrepreneurship ecosystem	1. To promote Innovation, and Entrepreneurship (I & E)	1.1.Strengthen IIC, EDC and IPR to carryout innovations and	1. EDC, IIC and IPR MVSREC at campus conducts various workshops, seminars, guest lectures, start-up sessions from external	1.EDC, IIC, and IPR cell and R&D Chief coordinators will meet regularly to observe, evaluate the innovative projects/

	culture in the campus.	entrepreneurship activities. Conduct activities as per the IIC calendar issued by the Ministry of Education's Innovation Cell (MIC) consisting of IIC, MIC, Self-driven and Celebration Activities.	agencies to promote I & E ecosystem.	prototypes/ novel ideas done by faculty and students and ensures to record number activities conducted and its quality outcome.
	To inculcate the spirit of innovation and enterprising & Encourage innovations through guidance and mentorship.	2. Encourage departments to organise domain-based programs which promotes awareness on Innovations and Entrepreneurship ecosystem.	2. Every department HoD's are communicated to organise at least two events per semester on I&E.	2. Department HoD's record and report the number of I&E activities conducted
	3. To establish linkage between institution and incubation centres for guidance and mentorship.	3. Encourage the departments to develop innovative projects/ prototypes for incubation.	3.Establish Maker Space and MSME HI/BI in an area of 4000 Sq. ft. to convert the research & innovations-based projects as prototypes/ products	3.1.EDC, IIC, R&D and IPR Chief coordinators will meet at regular intervals to observe and evaluate the Innovative projects/ prototypes/ novel ideas done by students and faculty. 3.2. Record the number of staff and students working in the Maker space/ Incubation centre.
	4.To provide functional ecosystem for pre-incubation and incubation of ideas/ prototypes.	4.1. Provides needed support to motivate and develop creativity and novel ideas among students and faculty.	4.1. Notify the staff and students to submit the innovative projects/ prototypes for technical and funding assistance offered by various public and private organizations.	4. Record the number of project proposals submitted for Hackathons, YUKTHI Challenge, MSME etc. ○

		4.2. Provide support to submit innovative ideas/ projects to Hackathons/ Incubation Centres for possible technical and financial assistance.	4.2. R&D chief coordinator provides R&D labs and other workshop areas for students & faculty to work on research & innovations-based project to develop novel prototypes/ products. 4.3. Many of the intellectual possessions are not sheltered due to the lack of understanding of the importance of IPR, therefore, the cell would contribute knowledge about IPR and aid in filing of patent applications and filing other forms of IPR.	
	5. To develop Technology based Incubation (TBI) centres. •	5. Establish centre of excellence, incubation infrastructure with in campus to support research and innovation projects.	5.1. EDC Chief coordinator initiates to establish in house incubation centre. 5.2. IPR cell scrutinizes legal and monetary facets of the documentation of research projects.	5.Funding amount received from the external agencies
	6. To promote and develop copyrights and Patents.	6. Develop IPR cell to carry out various copyright and patenting activities.	6. IPR cell in association with IQAC would organize seminars, workshops and conferences to propagate the importance of IPR among the teaching community of the college.	6.1. Department HoD's will submit the details of faculty who have patents published with college affiliation. 6.2. IPR coordinators' and other senior professors' conducts review meeting on number of copyrights applied/ sanctioned, also on number of patents filled/ published and the same will be updated to principal. •

	7. To achieve better ranking of IIC & Atal Ranking of Institutions on Innovation Achievements (ARIA)	7. Participate in IIC and ARIIA	7. Submit the necessary data in time to achieve better ranking in ARIIA	7. Print and record the IIC and ARIIA metrics from the portal
Quality Assurance	1. Implementation of best Practices by Improving the course delivery to meet learning & assessment levels as per revised blooms taxonomy and there by leading to strengthening of outcome based education	1.Identification of best practices is made by considering the view of all stakeholders from Semester to semester /Academic year to year	1.IQAC Member secretary and co-ordinators will lead the committee and make decisions on the revised best Practices from stakeholders and finalize the best one	1.Evaluating the out come of the best practices by the number of Quality initiative accomplished
	2.Introducing online certificate courses	2.Providing scholarship /cash incentives for students as well as faculty and staff who had completed the online certification courses/Gate/GRE	2.The new courses /industry-based courses to be included in the syllabus as extra course depending on the need. It will be monitored by the HOD and reviewed by BOS members	2.By the analysis of data of the student and faculty ,who has completed online certified courses successfully
	3.Strengthening of IQAC review and monitoring activities of the campus	3.Conduction of regular meetings with committee members to discuss, supervise and monitor the internal system.	3. IQAC Committee will involve in regular meetings to discuss on periodic quality initiatives and outcomes. Also sets bench marks on future quality initiatives to be implemented.	3. Preparation and Submission of AQAR Data by all departments as per Schedule given by NAAC

Conclusion

Maturi Venkata Subba Rao Engineering College has progressively grown and achieved many mile stones. The institution has done well in placements in spite of the COVID situations in the last 4 years. The institution has made ready itself as per the current industry requirements. The SDP is an outcome of Management commitment, Institute leadership commitment, IQAC deliberations with all stakeholders. This collective wisdom ensures participation, ownership of the plan among all the stakeholders. The execution and operational implementation is monitored by benchmarking with stringent evaluation standards and speaks the quality of the strategy itself. This is not simply document but dynamic due to continuous changing environment and it is an ongoing process to evolve as per the necessity.

Dr. G. Kanaka Durga

Principal