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

STRATEGIC PLAN

2018-2023

Chairman's Message

Maturi Venkata Subba Rao Engineering College, Nadergul, Hyderabad, Telangana State was established by Matrusri Education Society in 2011 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, Electronics and Communication Engineering, Electrical and Electronics Engineering, Mechanical Engineering, besides ME/M.Tech 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 2016-21 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 2018-23.

Wishing all the Success!

Dr.K.P.Srinivas Rao

Chairman, MES.

Principal's Message

Maturi Venkata Subba Rao 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 38 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/ cells like IQAC, RDC, Academic audit cell, EDC 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 is 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.

About College

Maturi Venkata Subba Rao Engineering College was established in 1981with affiliation to Osmania University. Currently the college has B.E programs in Civil, CSE, ECE, EEE, IT, Mechanical and Automobile Engineering, PG programs in CSE, ECE and Mechanical besides MBA . In all about a 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 200 highly qualified and dedicated faculties. Faculty of various departments handle a number of consultancy assignments from GHMC, defence laboratories etc.

The college is ranked 19th amongst all India Engineering. Colleges as per Electronics for You survey and is ranked 2nd position in AP by Career 360. The college has been awarded the National Employability Award 2013 by the Aspiring minds, the UG programs in engineering have been accredited by NBA thrice. It is an ISO 9001:2015 certified Institution. About 70% of the students get jobs through campus placements in the top MNC's like Cognizant, Infosys, Wipro, Cap-Gemini, Deloitte, CSC, Intergraph, 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. A dispensary is provided on 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.

UG Programs offered by Institution			
S.No		**Discipline**	**Intake**
1	B.E. Programs	Automobile Engineering	60
2		Civil Engineering	120
3		Computer Science and Engineering	180
4		Electronics and Communication Engineering	180
5		Electrical and Electronics Engineering	120
6		Information Technology	90
7		Mechanical Engineering	180
8	M.E. Programs	Mechanical (CAD/CAM)	18
9		ECE (Embedded Systems & VLSI Design)	18
PG Programs offered by Institution			
10	M. Tech	Computer Science and Engineering	18
11	MBA	Master of Business Administration	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 & long term 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 to 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 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.
- To explore more funding opportunities in research & development projects.
- 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 aim for securing Autonomous Status.
- 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 strengthen 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**
  - 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
  - 100% admissions against sanctioned intake
  - 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 placement to students with higher industry package than previous year.
  - 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 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 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 achieve Autonomous Status of the institution to allow academic flexibility
- To establish Innovation centre with multidisciplinary facilities to promote entrepreneurship ecosystem
- 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 up gradation 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
- 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 • Autonomous Status • 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
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 (2018-2023)

Strategic Goal	Strategic Objectives	Action Plan	Strategy Implementation & Monitoring	Strategy Measurable
Academic Ambience by Good Governance	1. To provide high standard quality technical education	**Every year from 2018-2023** 1. Institution holds the tradition of high ethical and moral standards plan in all aspects.	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. Constituted Governing Body and Meeting for strategy implementation and monitoring status
	2. To maintain intellectual and	**Every year from 2018-2023** 2. Academic is driven by pedagogical initiation	2. To implement the above promising academic ambience, Members of	2. Review of Vision, Mission from time to time

	professional achievements	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.	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	
	3. To uphold ethical and moral standards	**Every year from 2018-2023** 3. Institution always ensures to provide well experienced and ably assisted qualified faculty to improve the genesis of novel ideas in multidisciplinary areas.	3. Governing Body develops Code of Conduct for Faculty, Staff and students and the same will be communicated to departments and sections for implementation.	3. Administrative Office will Monitor Code of Conduct for Faculty, Staff and students.
	4.To develop practice for physical, mental and social health, and Societal needs and to focuses on developing solutions to societal problems.	**Every year from 2018-2023** 4. Institution maintains well equipped physical education department and further aims to promote physical activities among students and faculty from time to time. Also provides health consultation facilities to faculty and students.	4. Physical Education department Head will promote and conduct the physical activities, conducts internal sports tournaments and initiates external regional and national levels tournaments. College has visiting Doctor to provide health consultation at regular intervals.	4. Evaluation of institutional needs to fulfil future requirements.
Conducive Teaching-Learning Environment	1. To improve the admission quality of the students into	**Yearly Once from 2018-2023** 1. Feedback mechanism to be processed to students,	1. To process feedback mechanism effectively, institution conducts course exit survey, alumni	1. Faculty and students are provided with teaching & learning resources

	various disciplines	alumni, industry experts, faculty members regularly for curriculum development.	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.	like ICT infrastructure and lab facilities to support teaching learning process
	2. Use of Improved and Advanced Pedagogical Skills	**Every year in the month of December from 2018-2023** 2. To Initiate skill upgrading courses from industries to both students and faculties.	2. HoDs Initiate to impart skill upgrading courses and practical learning to students and faculties through existing industrial collaboration like CISCO, IEEE, IEI, ISTE, SAE INDIA, IETE, CSI, SDS, HMA, TASK,NPTEL, SPOKEN TUTORIAL etc.	2. Conduction of course monitoring twice in a semester and student opinion poll survey at the end of semester to understand student satisfactory levels in learning. Based on that action taken by conducting remedial sessions
	3. To organize value added courses and skill development programs for teaching content beyond curriculum	**Every Semester From 2018-2023** 3. Involving industry in the course delivery for giving exposure to the students with industry	3. Chief Timetable coordinator 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. Establishing industry supported labs and involving their personnel in the course delivery. 5. To increase the number of student internships with industry 6. To improve the outcome based education	**Every Year from 2018-2023** 4. Sponsoring to faculty for up gradation of knowledge & Skill through FDPS, Seminars, and Conferences in emerging areas. **Every Year from 2018-2023** 5. Introducing practical learning to students through lab sessions, industry visits, project based problem identification and solution development. **Every Semester End 2018-23** 6. Connecting course objectives and content with blooms taxonomy to bring outcome based teaching learning system.	4. Department HoDs assess and evaluate attainments on number of conferences, workshops, FDPs etc., to evaluate faculty knowledge and skill update. 5. Placement cell and Industry institute interaction cell regularly arranges industry visits and provides internship offers to students. 6. Departments conduct CO-PO mapping analysis after the announcement of semester results.	4. Processing of graduate attribute attainment levels after result analysis are conducted (CIE & SEE). 5. Placement cell and Industry institute interaction cell records timely and evaluates on growth in internship opportunities. 6. NBA Chief Coordinator and Principal monitors the semester based CO-PO mapping analysis in order to suggest for improvements.
Research & Development Centre	1. Creating R&D Ambience in institution.	**Organized every year 2018-2023** 1. R&D cell established to facilitate as a catalyst and culture of driving research and innovations by promoting R&D as well as consultancy in technical core and multidisciplinary domains.	1. Professors and senior faculty from each department are identified to constitute a formal body, which drives the objectives of R&D and consultancy cell.	1. The R&D Chief Coordinator and Principal monitor's parameters such as the number of research papers published and sponsored projects to promote a stable research culture.

		2020-2023		
	2. To establish research centres in technical core disciplines.	2. The disciplines of CSE, ECE, and Mechanical Engineering under Faculty of Engineering are recognized as Research Centre by Osmania University, also initiating to develop other disciplines as recognized research centres.	2. Setting goals for faculty and students working in research projects to do initial quality research and prepare quality research proposals for possible funding, and having chief coordinators and other cell members examine the progress of the work.	2. The R&D chief coordinator conducts frequent meetings to track the progress of Ph.D. guidance and other research projects at the institute level.
		Organized every year 2018-2023		
	3. Encourage quality research publications, patents	3. Enabling research environment to aspiring faculty, students and encouraging them to publish research papers in reputed journals, conferences at national and international level. Introducing Faculty research incentive scheme.	3. Candidates enrolled as Ph.D scholars in MVSREC research centre are provided with qualified professors as research guides to mentor the work. Faculty are encouraged by giving incentive of 10,000/- perpublication (Scopus/SCI) in a semester either individually or along with another faculty member as co-author.	3. R&D coordinators interact and coordinate with external agencies for research grants, processing the granted consultancy works and managing the funds flow to accomplish the tasks.
		Organized every year 2018-2023		
		4. Exploit new avenues in core research areas of national precedence in	4. Identified core disciplines like CSE, ECE, Mech as centre of excellence results	4. Conducts various activities at centre of

	4. To Promote creativity & innovations. 5. Institutional financial support for R&D works.	sourcing research grants from bodies like IEI, ISTE etc. **Organized every year 2018-2023** 5. Increase opportunities for both UG/PG faculty and students to participate in research by promoting incentive scheme for publication in high impact factor journals/ patents. Emphasises publication quality in evaluation of faculty.	in improved research and innovations. Encourage faculty to write research proposals in their respective domains 5. Conducting a Project Expo and a call for projects to display many paths of research activity, with industry experts evaluating and identifying great ideas that provide solutions to emerging problems in industries.	excellence to improve and retain the research interest. Provide basic research facilities to encourage good research ambience. 5. Every Individual Per annum Rs. 2000/- to publish papers in reputed journals/ conferences. For Research scholars who are registered into Ph.D, per annum Rs. 3000/- is sanctioned per individual towards publication assistance.
Progressive Industry Institute Interactions& Placements	1. Explore common avenues of interaction with industry.	**(2018 July -2023 June)** 1. Focused in conduction of workshops, conferences, industry visit activities and internship programme separately, but shall work with sole objective of improving quality in learning and in quantity of activities.	1. Chief Coordinator, members of IIIC (industry institute interaction cell) and Heads from all disciplinary departments with course coordinators shall decide the courses/ area of topics in which guest lectures, seminars,	1. Number of Guest lectures, Seminars, conferences, workshops conducted during semester

			conferences, workshops is to be arranged.	
	2. Involve Industry personnel in research & consultancy works.	**(2018 July-2023 June)** 2. Collaborate with MVSREC R&D cell guide research projects to students and enabling them to participate in various national level project contests to showcase their creativity and innovation.	2. Every department faculty must initiate to encourage students to design, develop a product/ projects using practical experience from lab sessions. Students may also be asked to work on problem solving from learned concepts.	2. Number of Student projects identified as innovative and creative, Number of such projects participated in National level Hackathon competitions. Number of projects converted into market fit prototype/ Product.
	3. Identify opportunities for student internships/ projects in industries.	**(2018 July-2023 June)** 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-internships & Internshala.	3. IIIC record Semester wise data from respective departments- Number of Students enrolled in Internship from industries, Number of students successfully completed internships from industries and as well start ups.
		Once in a Week Training Programs are organized for		4. CRT Sessions Feedback survey, Pre-placement talk feedback survey,

	4. Provide special career counselling.	**students across the Departments** 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.	Exit survey. Employer feedback survey.
	5. Pull-in job opportunities from reputed industries.	**2018 July-2023 June** 5. Develop interactions, collaborations and tie ups with reputed industries through MOUs for better placement opportunities, not only from IT sectors but also pulling opportunities to core disciplines.	5. Visits to Industries and R&D organizations at least one from each department per semester. Also, orientation session will be organized by T&PO as well department Placement coordinators on pre-placement talk.	5. Each department Coordinators and respective HODs will tack the data Semester wise- Number of Visits to industries, R&D and consultancy visits from each department.
	6. Guiding students to pursue higher education.	**2018 July-2023 June** 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,	6. Placement cell records the data of Number of students preparing for CAT, GATE and other state& central service exams per annum.

			prepared by faculty will be provided to students who are planning for higher education.	
Innovations & Entrepreneurship Ecosystem	1. To promote various Innovations and Entrepreneurship (I & E) activities. 2. To inculcate the spirit of innovation and Encourage innovations through guidance and mentorship. 3. To establish functional ecosystem for scouting and pre-incubation of ideas.	**Jan 2018- May 2018** 1. Establish innovations cell to carry out innovations & entrepreneurship (I&E) activities. **Nov 2018 - Mar 2019** 2. Identifying Faculty to get trained as innovations Ambassador (IA) from AICTE, MOE's Innovation Cell to flag the responsibility of promoting I & E activities. **Organized Quarterly every year 2018- 2023.** 3. Encourage departments to organise domain based programs which promotes awareness on I&E ecosystem.	1. EDC Chief Coordinator initiates to register Institutions Innovation Cell under AICTE, MOE's Innovation Cell. 2. IIC president identifies faculty from every department who is also part of IIC council will be directed to undergo Innovations Ambassador Training from MIC. 3. Innovations Ambassador & EDC coordinator at campus conducts various workshops, seminar, guest lectures, motivation speeches from external agencies to promote I & E ecosystem. Department HoD's along with Innovations Ambassador & EDC Coordinator will communicate and initiate	1. IIC President & EDC Chief Coordinator ensures to record number activities conducted and its quality outcome. 2. IA trained faculty certificates are submitted to Principal and IIC President. Also, in next consecutive IIC council meeting, IA training learning outcomes will be discussed with IIC members. 3. Innovations Ambassador of IIC cell and Department coordinators record the I&E activities organized and will submit the details to IIC & EDC Cell. Also, IIC cell will monitor quarter wise activities prescribed by AICTE, MOE's.

			to organise self driven events as per I&E Calendar prescribed by MIC & AICTE.	
		Organized Quarterly every year 2018- 2023.		
	4. To encourage R&D consultancy works and Start-ups activities.	4. Provided needed support to motivate and develop creativity and novel ideas among students and faculty.	4. 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. IIC, EDC and R&D cells at college will meet at regular intervals to observe and evaluate the I & E activities, Innovative projects/ prototypes/ novel ideas done by students and faculty.
		2019- 2023		
	5. To develop Technology based Incubation (TBI) centres.	5. Establishing Maker space for incubation infrastructure with in campus to support research and innovation projects.	5. IIC President and Innovations Ambassador initiates to establish in house incubation centre, with identified area in SFTs. Also IIC at college in association with R&D cell aims to develop funded (Grants from external agencies) based projects at college to meet industry requirements.	5. RDC Cell & Innovation Cell monitors the work status of grant projects.
		2020-2022		
	6. To promote and develop IPRs.	6. Develop IPR cell to carry out various copyrights and patenting works of students and faculty.	6. IPR coordinator Initiates to establish IPR cell to give guidance and training to students & faculty to	6. IPR cell and other senior professor conducts review meeting on number

			process adequate copyrights and Patents. College provides Financial support sanction for every patent publication.	of copyrights applied/ sanctioned, also on number of patents filled/ published and the same will be updated to principal & IIC Cell.
Quality Assurance	1. Increase the frequency of conduct of IQAC meeting with members. 2. Establishing Internal Audit Committee for regulatory compliance.	**Every Two Years** 1. Constitution of IQAC Committee once in two years. **Twice in a Year 2018-23** 2. Conduction of regular meetings with committee members to discuss, supervise and monitor the internal system.	1. IQAC Member secretary and principal will lead the committee and take decisions to constitute the committee members regularly (once in two years) 2. Chairman, Secretary, Treasure of MES, Principal, Vice-Principal, HoDs of each department, industry nominees, alumni nominees, senior faculty nominees along with IQAC member secretary and other accreditation/ inspection bodies will involve in regular IQAC meetings to discuss on periodic quality initiatives and outcomes. Also sets bench marks on future quality initiatives to be implemented.	1. Preparation of AQAR Data quarterly by all departments. 2. Evaluating number of Quality initiative activities accomplished.

	3. Remedial measures on quality system.	**Every year 2018- 2023.** 3. Continuous evaluation on quality implementation.	3. IQAC member secretary will guide the departments to initiate on quality implementation activities and measures to accomplish the bench marks.	3. Evaluating/ Reassessment of NAAC, NBA Accreditations.

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 economic recession for the last 5 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