



Approved by AICTE, New Delhi, Affiliated to JNTUK-Kakinada

Web: www.amreddyengineering.ac.in, E.mail:principal.amreddyengineering@gmail.com VINUKONDA ROAD, PETLURIVARIPALEM(POST), NARASARAOPET, GUNTUR (DIST), ANDHRA PRADESH, PIN:522601, 08647-247190.

6.2.1 The Institution perspective plan is effectively deployed and functioning of the institutional bodies is effective and efficient as visible from policies, administrative setup, appointment, service rules and procedures etc:

It is simpler to implement participatory administration at the Institute because of its clearly defined Organization and hierarchical structure. Stakeholder involvement at various levels of committees and boards contributes to the preservation of institutional capacity and educational efficacy. Through a clear organizational structure, forward-looking planning, energizing leadership, and decentralized administration, the institute's action plan is kept in line with its vision, mission and goal.

The principle, who serves as the institution's head, manages academic affairs through reputable statutory and non-statutory agencies. The following organizational structure and decision-making procedures are in place to improve overall effectiveness in compliance with the institution's standards. Several administrative bodies are used to oversee the institution's governance:

The highest authority is the Governing Body, which is made up of society members, the principal, senior faculty members, and a representative from the university. Every aspect of college life is carefully examined, including its administrative, financial, human resource, teaching, and research activities, as well as the expansion of infrastructure. The members participate in tasks like deciding on their number, qualifications, and pay in collaboration with the finance committee, which directs the institution to serve its stakeholders in accordance with the vision and mission statements of the institution. They also discuss HR policies and procedures, service rules & regulations of academic, create teaching and administrative initiatives for the future.

ACADEMIC COUNCIL: The academic council serves as the academic body of the institute and responsible for the maintenance of standards of education, teaching, learning and training, interdepartmental coordination, research, continuous evaluation methodologies such as examinations and tests within the institute and shall exercise continuously on students admission policy and procedures, training and placement activities, alumni interactions, value added course design and implementation for skill enhancement of students, approval of new programme with student support facilities and curriculum feedback from stake holders, analysis and action taken way forward. The implementation of the innovation eco-system including Research & Development activities, Collaborations with Institute and Industry, Internships and Skill Development Activities.

FINANCE COMMITTEE: The finance committee is one of the most crucial and trustworthy committees. It examines the Institute's yearly financial statements and projections and submits them for management approval. Additionally, it makes budget recommendations under the direction of the head of the institution which is forwarded to the Governing body for approval.





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STRATEGIC PLANNING AND PERSPECTIVE PLANNING: The strategic plan outlined the short- and long-term goals that will be managed by governing bodies, academic committees, finance committees, and boards of studies in order to fulfill the institute's vision and mission. A number of non-statutory committees, including the Academic Planning and Audit Committee, the Training and Placement Committee, the Research and Development Committee, the Examination and Evaluation Committee, the Anti-Ragging Committee, the Internal Complaints Committee for Women, the Student's Grievance and Redressal Committee, the Social Welfare Committee, and the Internal Quality Assurance Cell, were formed in order to implement the strategic plan strictly.



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STRATEGIC PLAN 2021-25

"Good education is the source and foundation of honesty and virtue"

-Plutarch

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STRATEGIC PLAN 2021-25

1. Introduction:

In the realm of economic growth and global development, knowledge stands as a pivotal driver, complemented by the ongoing information and communication revolution. The crucial role of technical education comes to the forefront, shaping adept engineers, elevating industrial productivity, and enhancing the overall quality of societal life. The transformative impact of technology introduces innovative methodologies in the realm of classroom teaching and learning. Addressing multifaceted challenges necessitates interdisciplinary approaches, requiring educators to stay abreast of evolving academic and research landscapes. The fusion of curriculum with a focus on both academics and research empowers students to think creatively and explore new frontiers.

The Institute boasts a well-defined structure for strategic planning and resource management. Extensive consultations with stakeholders, including staff, faculty, alumni, management, and industry, have shaped strategic plans encompassing academic development, extracurricular activities, sports, culture, and infrastructural facility utilization. These plans align with the institutional vision and mission, emphasizing excellence in academics, research, and training, with the ultimate goal of becoming a Center of Excellence.

Vision: To be a leading institution of empowerment producing internationally accepted professionals with psychological strength, emotional balance and ethical values.

Mission:

- To empower engineers through innovative teaching-learning practices.
- To encourage for higher education and research with well-equipped laboratories.
- To promote entrepreneurship through creativity and innovation.
- To promote environmental sustainability and inculcate ethical, emotional and social.

4. Core Values:

1. Eco-Friendly Campus:

AMRN supports an eco-friendly environment, encouraging innovative energy and water efficiency measures.

2. Community Development:

Empowering underprivileged and socially disadvantaged sectors through training and development initiatives.

(ESTD: 2007)



A.M. REDDY MEMORIAL COLLEGE OF ENGINEERING AND TECHNOLOGY

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3. Global Vision:

Pursuing global excellence in engineering, technology, and management studies.

4. Moral Integrity:

Emphasizing the importance of good taste, genuine intelligence, and moral integrity.

5. Quality Policy: Striving for international standards in education, focusing on character, health, and continuous improvement.

5. Quality Objectives:

- Providing technical knowledge and hands-on experience through quality education.
- Imparting soft skills training for enhanced employability.
- Empowering faculty and staff through continuous knowledge updates.
- Achieving excellent academic results and campus placements.
- Continually improving the quality education system through customer satisfaction and feedback monitoring.

6. SWOC Analysis:

Strengths:

- Learning-oriented ambiance with academic discipline and dedicated faculties.
- Visionary leadership with highly qualified and efficient faculties.
- High success rate in university exams.
- State-of-the-art infrastructure and advanced campus facilities.
- Equipped laboratories in all departments.
- Special mentoring for personal attention and student progress tracking.
- Festive campus environment with a wide range of co-curricular and extra-curricular activities.

Weaknesses:

- Challenges in executing innovative plans due to financial resource constraints and government procedural delays in scholarship and tuition fee reimbursements.
- Rigidity in academic structure and curriculum
- Enrollment of students from economically disadvantaged backgrounds with low entry scores and inadequate language proficiency

Opportunities:

- Strengthening collaboration with industry for research, consultancy, training, and internships.
- Establishing research centers in each department and securing research grants



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- Attaining NBA, NAAC accreditation, and Autonomous institution status
- Cultivating partnerships and signing MOUs with nearby industries and research organizations to enhance opportunities for students and faculty
- Building networks with other institutes and organizations
- Securing Government funding and Research Grants

Challenges:

- Hindrance in generating funds from tuition fees due to delayed government procedures
- Challenging landscape in the engineering field due to global and domestic market slowdown and a preference for government institutes over private ones
- Retaining and recruiting qualified faculty
- Students' inclination towards IITs, NITs, IIMs, and other government institutes
- Maintaining a higher teacher cadre ratio due to a scarcity of competent Ph.D. holders
- Ensuring 100% employment and addressing the lack of involvement of industry professionals
- Achieving 100% admission in all branches

Strategic Goals:

The institute's strategic goals emerged from collaborative sessions involving management, principal, and faculty. Following an analysis of the vision, mission, quality policy, core values, SWOC analysis, and the internal and external environment, strategic goals were established across all conceivable growth domains.

Strategic Goals of the Institute:

- Enhancing the efficacy of the teaching and learning processes.
- Ensuring exemplary governance.
- Fostering the development and active participation of both students and faculty.
- Attaining accreditations from relevant statutory bodies.
- Establishing a continuous Internal Quality Assurance System.
- Augmenting interactions with industry and alumni.
- Promoting research, development, and consultancy initiatives.
- Generating funds and grants through various government and non-government schemes and policies.
- Ensuring active social engagement and community service.
- Promoting skill development initiatives.
- Upgrading physical infrastructure, laboratories, and other facilities.



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Strategic Planning and Deployment:

The institute's strategic plan is structured across five key levels:

- Improving the teaching/learning environment
- Administrative and Organizational status.
- Quality Improvement.
- Research & Development, Innovation.
- Infrastructure Development.

Strategy #1: Improving the teaching/learning environment

Improving the teaching/learning experience in the campus by

- Emphasizing student-centric learning approaches.
- Establishing facilities for the creation of e-content.
- Encouraging faculty publications that showcase innovative teaching and learning practices.
- Facilitating faculty certifications in Indo Universal Collaboration for Engineering Education (IUCEE) - IUCEE International Engineering Educator Certification Program (IIEECP).

Strategy #2: Administrative and Organizational Enhancement:

- Pursuing NBA accreditation.
- Seeking accreditation from the National Assessment and Accreditation Council (NAAC).
- Proposal for the introduction of new undergraduate programs in emerging technologies.
- Aim to attain 2(f) status by the academic year 2023-24.
- Pursuit of permanent affiliation from the affiliating university by 2023-24.
- Targeting 12(b) status by the academic year 2024-25.
- Aspiration for autonomous status for the institution by the academic year 2023-24.
- Ambition to secure a NIRF ranking by the academic year 2024-25.

Strategy #3: Enhancing Quality

Ensuring excellence in the institute by:

- Reinforcing the Internal Quality Assurance System.
- Developing academic facilities and evaluating teaching-learning processes.
- Implementing extensive faculty development programs in emerging areas.



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Strategy #4: Research & Development, Innovation

Fostering research in the institute through:

- Establishing advanced research facilities and developing centers of excellence in specified areas.
- Increasing the number of research publications, consultancy projects, and patents.
- Expanding industry-institute collaboration.

Strategy #5: Infrastructure Development

Achieving organizational excellence through:

- Establishing a sports complex and recreational facilities.
- Upgrading computer labs with advanced technology.
- Expanding seating capacity in the canteen.
- Constructing a separate Polytechnic college building.
- Creating an exclusive block for first-year students.
- Introducing on-campus hostel facilities.
- Upgrading internet speed from 100Mbps to 150Mbps.
- Constructing a cricket net practice session.
- Providing parking sheds for two and four-wheelers.