



"Learning is Supreme Deity"

# Strategic Plan and Deployment Document

**(2019-24)**

**PRAGATI ENGINEERING COLLEGE**

**(Autonomous)**

#1-378, ADB Road, Surampalem – 533 437, Near Peddapuram, E.G.Dist., A.P.

(Approved by AICTE, Permanently Affiliated to JNTUK Kakinada & Accredited by NAAC with 'A' Grade)

(Recognized by UGC Under Sections 2(f) and 12 (b) of UGC act, 1956)

## ABOUT PRAGATI ENGINEERING COLLEGE

Pragati Engineering College (PEC) is a premier institution of higher education located in Surampalem, East Godavari district of Andhra Pradesh, India. It was established in 2001 with the objective of providing high-quality technical education to students in the region. The college is affiliated with Jawaharlal Nehru Technological University, Kakinada (JNTUK) and is approved by the All India Council for Technical Education (AICTE).

The college offers undergraduate and postgraduate programs in engineering and technology, including Civil Engineering, Electrical and Electronics Engineering, Mechanical Engineering, Electronics and Communication Engineering, Computer Science and Engineering, and Information Technology. All programs are designed to meet the current industry requirements and to prepare students for the challenges of the future.

The college has a well-established infrastructure with state-of-the-art facilities, including modern classrooms, well-equipped laboratories, a library with a vast collection of books and journals, and sports and recreational facilities. The campus is spread over an area of 25 acres and has a beautiful and serene environment conducive to learning.

PEC has a highly qualified and experienced faculty who are dedicated to providing students with quality education and mentoring. They use innovative teaching methods and modern technologies to make learning effective and engaging. The college also encourages faculty to pursue research and innovation, and provides them with the necessary resources and support.

PEC has a strong industry-institute interface, and regularly conducts seminars, workshops, and guest lectures by industry experts to keep students updated on the latest developments in their fields. The college also encourages students to participate in co-curricular and extracurricular activities, including sports, cultural events, and social initiatives, to develop their overall personality and leadership skills.

PEC has a robust placement cell that helps students secure employment in reputed companies. The placement cell provides training and guidance to students on interview skills, resume writing, and communication skills. The college has a track record of excellent placement, and students have been placed in top companies such as TCS, Infosys, IBM, Wipro, and many others.

In addition to academic excellence, PEC also places great emphasis on values such as integrity, social responsibility, and ethical behavior. The college has a strong commitment to community service and encourages students to participate in various social initiatives.

## PREFACE

Pragati Engineering College (PEC) is an esteemed institution committed to imparting quality technical education to the students. It is situated in a sprawling campus in the picturesque surroundings of Andhra Pradesh. PEC has been consistently ranked among the top engineering colleges in the state, and it is renowned for its excellent academic programs and state-of-the-art facilities.

The college has been dedicatedly serving the society for the past few decades, and it has always strived to adapt to the changing needs of the times. As we move ahead into the future, the landscape of higher education is changing rapidly, and it is imperative for PEC to keep pace with these changes to maintain its position as a leader in the field.

This Strategic Planning and Deployment Document is a roadmap that outlines our vision, mission, goals, and objectives for the next five years. It provides a framework that will guide our decisions and actions as we navigate the challenges and opportunities that lie ahead. The document has been developed through a rigorous process of consultation, analysis, and review involving various stakeholders, including faculty, staff, students, alumni, and industry partners.

The document is structured into several sections that cover the key areas of our operation. The first section outlines our vision and mission, which sets the tone for the rest of the document. The next section covers our SWOT analysis, which helps us to identify our strengths, weaknesses, opportunities, and threats. The third section deals with our goals and objectives, which are aligned with our vision and mission. The fourth section focuses on our strategies and action plans, which will help us to achieve our goals and objectives.

We are confident that this Strategic Planning and Deployment Document will provide us with the necessary direction and clarity to steer PEC towards a bright and prosperous future. We are committed to working together as a team to implement the strategies and action plans outlined in this document, and we are confident that we will achieve our goals and objectives.

We would like to express our gratitude to all the stakeholders who have contributed to the development of this document. We look forward to their continued support and collaboration as we embark on this exciting journey.

## VISION

To Emerge as a Premier Institution for Technical Education in the Country through Academic Excellence and to be Recognized as a Center for Excellence in Research & Development, catering to the needs of our Country.

## MISSION

To realize a strong Institution by consistently maintaining State-of-art-infrastructure and building a cohesive, World Class Team and provide need based Technical Education, Research and Development through enhanced Industry Interaction.

## QUALITY POLICY

We aspire to continuously improve our performance through systematic monitoring and upgradation of all aspects of Teaching – Learning Process and Research & Development.

## OBJECTIVES

**To provide quality technical education:** Pragati Engineering College's primary objective is to provide its students with high-quality technical education that prepares them to meet the demands of the rapidly changing technological landscape.

**To foster research and innovation:** PEC aims to be a center for research and innovation, promoting scientific and technological advancements that benefit society.

**To produce socially responsible engineers:** PEC aims to produce socially responsible engineers who are not only technically competent but also conscious of their social and environmental responsibilities.

## CORE VALUES

Pragati Engineering College (PEC) believes in providing a holistic education that fosters excellence, innovation, and social responsibility. The institution strives to create a learning environment that nurtures creativity, critical thinking, and leadership skills. The core values of PEC are as follows:

**Academic Excellence:** PEC values academic excellence and strives to maintain the highest standards of teaching, research, and scholarship. The institution encourages students to develop a deep understanding of their chosen discipline and to acquire the knowledge and skills necessary for success in their professional careers.

**Innovation:** PEC values innovation and encourages students to think outside the box and explore new ideas and approaches. The institution promotes a culture of creativity and entrepreneurship, and encourages students to develop innovative solutions to complex problems.

**Ethical and Social Responsibility:** PEC values ethical and social responsibility and encourages students to be responsible and ethical citizens. The institution promotes a culture of respect for diversity, inclusiveness, and social justice, and encourages students to use their skills and knowledge to contribute to the betterment of society.

**Continuous Improvement:** PEC values continuous improvement and strives to be a learning organization that is constantly evolving and improving. The institution encourages students, faculty, and staff to engage in lifelong learning and professional development to stay current with the latest trends and developments in their respective fields.

**Collaboration and Teamwork:** PEC values collaboration and teamwork and encourages students to work together to achieve common goals. The institution promotes a culture of mutual respect, cooperation, and communication, and encourages students to develop strong interpersonal and leadership skills.

These core values serve as a foundation for the institution's educational philosophy and guide its decision-making processes. PEC is committed to upholding these values and instilling them in its students, faculty, and staff.

## SWOT ANALYSIS

SWOT analysis is a tool used to evaluate the Strengths, Weaknesses, Opportunities, and Threats of an organization. Here is the SWOT analysis of Pragati Engineering College:

### Strengths:

- Experienced Faculty: Pragati Engineering College has a highly experienced faculty with expertise in their respective fields.
- State-of-the-art Infrastructure: The institution has a modern campus with well-equipped classrooms, laboratories, and other facilities.
- Quality Education: Pragati Engineering College offers quality education and is renowned for its excellent academic programs.
- Industry Partnerships: The institution has established partnerships with leading industries and organizations, providing opportunities for students to gain practical experience.
- Student Support Services: The institution offers a range of student support services such as counseling, career services, and academic support.

### Weaknesses:

- Limited Research: Pragati Engineering College has limited research output compared to other leading institutions.
- Lack of Diversity: The institution lacks diversity in terms of faculty and student demographics.
- Limited International Exposure: The institution has limited international exposure, with fewer opportunities for students to study abroad or participate in international programs.

### Opportunities:

- Expansion of Academic Programs: The institution has the opportunity to expand its academic programs to meet the changing needs of the industry.
- Collaboration with International Universities: Pragati Engineering College can collaborate with international universities to provide students with opportunities for international exposure and exchange programs.
- Investment in Research and Development: The institution can invest in research and development to improve its research output and attract more funding.

- Increase Diversity: The institution can increase diversity by recruiting faculty and students from different backgrounds.

#### **Threats:**

- Competition from other Institutions: Pragati Engineering College faces competition from other institutions that offer similar academic programs.
- Changes in Government Regulations: Changes in government regulations could impact the institution's operations and funding.
- Economic Instability: Economic instability could impact the institution's funding and enrollment.
- Technological Advances: Rapid technological advances could render some of the institution's programs and facilities obsolete.

The institution can leverage its strengths and opportunities to overcome its weaknesses and threats and remain a leader in the field of engineering education.

## **STRATEGIC GOALS**

Pragati Engineering College (PEC) has adopted strategic goals to guide its development and growth. These goals reflect the institution's mission, vision, and core values and are aligned with the changing needs of the industry and society. Here are some of the strategic goals adopted by PEC:

**Academic Excellence**: PEC aims to maintain its reputation as a leading institution for engineering education and research. The institution will strive to provide quality education through innovative teaching methods, advanced curriculum, and a highly experienced faculty.

**Industry Partnership**: PEC aims to establish and strengthen partnerships with leading industries and organizations to provide students with practical experience and exposure to the latest industry trends and technologies.

**Research and Development**: PEC aims to enhance its research and development capabilities by investing in research infrastructure, encouraging faculty to engage in research activities, and promoting collaboration with other institutions.

**International Exposure**: PEC aims to provide students with opportunities for international exposure and exchange programs to broaden their horizons and enhance their global perspective.

**Student Development:** PEC aims to develop students' leadership, communication, and interpersonal skills through various extracurricular activities, career counseling, and mentorship programs.

**Innovation and Entrepreneurship:** PEC aims to foster a culture of innovation and entrepreneurship among students by providing resources and support for student-led projects, startups, and incubation centers.

**Social Responsibility:** PEC aims to instill a sense of social responsibility in students and promote community engagement by participating in social welfare activities and programs.

**Continuous Improvement:** PEC aims to continually improve its academic programs, facilities, and services to meet the changing needs of the industry and society.

## **QUALITY IMPROVEMENT STRATEGIES ADOPTED BY THE INSTITUTION**

Pragati Engineering College (PEC) is committed to providing quality education to its students and continuously improving its academic programs and services. To achieve this goal, PEC has adopted several quality improvement strategies. Here are some of the strategies adopted by PEC:

**Continuous Evaluation:** PEC conducts regular evaluations of its academic programs, faculty performance, and student feedback to identify areas that need improvement. The evaluation process includes self-assessment, peer evaluation, and feedback from industry experts.

**Curriculum Enhancement:** PEC periodically reviews and updates its curriculum to keep pace with the latest industry trends and emerging technologies. The institution also provides opportunities for faculty to attend workshops, conferences, and training programs to enhance their teaching skills.

**Faculty Development:** PEC provides various faculty development programs, including workshops, training sessions, and seminars, to help faculty members develop their teaching and research skills.

**Industry Collaboration:** PEC collaborates with leading industries and organizations to provide students with practical experience and exposure to the latest industry trends and technologies. The institution also invites industry experts to deliver guest lectures, seminars, and workshops.



**Student Engagement:** PEC encourages student engagement in various extracurricular activities, including clubs, societies, and sports. The institution also provides opportunities for students to participate in research projects, internships, and industrial visits.

**Infrastructure Improvement:** PEC regularly upgrades its infrastructure, including classrooms, laboratories, and other facilities, to provide a conducive learning environment for students.

**Use of Technology:** PEC uses technology to enhance the teaching-learning process, including the use of e-learning tools, online assessments, and multimedia resources.

**Feedback Mechanism:** PEC has established a feedback mechanism for students, faculty, and other stakeholders to provide feedback on the institution's programs and services. The feedback is used to identify areas for improvement and make necessary changes.

These quality improvement strategies adopted by PEC have helped the institution maintain its reputation as a leading engineering college in the region and ensure that students receive quality education and services.

## **STRATEGY IMPLEMENTATION AND MONITORING**

Strategy implementation and monitoring are critical components of the strategic planning process for any institution, including Pragati Engineering College (PEC). The implementation and monitoring process ensures that the institution's strategic goals and objectives are effectively executed, progress is measured, and corrective actions are taken as needed. Here are some of the key aspects of the implementation and monitoring process adopted by PEC:

**Establishing Key Performance Indicators (KPIs):** PEC has established KPIs to measure progress toward achieving its strategic goals and objectives. These KPIs include parameters such as student enrollment, placement rates, faculty research publications, and industry collaborations.

**Resource Allocation:** PEC ensures that adequate resources are allocated to support the implementation of the strategic plan. This includes the allocation of financial, human, and infrastructural resources.

**Accountability:** PEC has established a system of accountability to ensure that all stakeholders, including faculty, staff, and students, are held accountable for their roles and responsibilities in implementing the strategic plan.

**Communication:** PEC ensures that all stakeholders are kept informed about the progress made toward achieving the strategic goals and objectives. Regular communication channels, including newsletters, meetings, and reports, are established to provide updates on the implementation process.

**Feedback Mechanisms:** PEC has established feedback mechanisms to gather feedback from stakeholders on the implementation of the strategic plan. This feedback is used to identify areas for improvement and take corrective actions.

**Periodic Review:** PEC conducts periodic reviews of the implementation process to assess the progress made toward achieving the strategic goals and objectives. The reviews help identify areas where the implementation process can be improved, and corrective actions can be taken.

**Revision and Update:** PEC revises and updates the strategic plan as needed based on the results of the periodic reviews and feedback from stakeholders.

This approach ensures that the institution's strategic goals and objectives are effectively executed, progress is measured, and corrective actions are taken as needed to ensure the institution's continued growth and success.

## **PERSPECTIVE PLAN FOR THE NEXT FIVE YEARS**

Pragati Engineering College (PEC) has developed a perspective plan for the next five years to further enhance the quality of education and services it provides to its students. The perspective plan is aimed at achieving the following objectives:

**Expansion of Infrastructure:** PEC plans to expand its infrastructure to accommodate the growing number of students and to provide a conducive learning environment. This includes the construction of new classrooms, laboratories, and other facilities.

**Enhancement of Academic Programs:** PEC plans to enhance its academic programs by introducing new courses and specializations to meet the changing needs of the industry. The institution also plans to upgrade its curriculum to incorporate the latest technologies and trends.

**Faculty Development:** PEC plans to provide continuous training and development programs for its faculty members to enhance their teaching and research skills. This includes attending workshops, conferences, and training programs.

**Industry Collaboration:** PEC plans to strengthen its collaboration with leading industries and organizations to provide students with practical experience and exposure to the latest industry

trends and technologies. The institution also plans to establish new partnerships with industry experts to deliver guest lectures, seminars, and workshops.

**Student Engagement:** PEC plans to encourage student engagement in various extracurricular activities, including clubs, societies, and sports. The institution also plans to provide opportunities for students to participate in research projects, internships, and industrial visits.

**Technology Integration:** PEC plans to integrate technology into its teaching-learning process by introducing e-learning tools, online assessments, and multimedia resources.

**Quality Enhancement:** PEC plans to continuously evaluate and improve the quality of its academic programs and services. This includes establishing a feedback mechanism for students, faculty, and other stakeholders to provide feedback on the institution's programs and services.

**Global Exposure:** PEC plans to provide global exposure to its students by establishing partnerships with international universities and organizations. This includes providing opportunities for students to participate in exchange programs and study abroad programs.