

Strategic Plan of the Institution 2025 – 2035

SWOT Analysis

Strengths:

- **Accreditations and Affiliations:** The institution holds a NAAC accreditation and has its B. Tech programs in CSE, ECE, and EEE accredited by the NBA. It also has a permanent affiliation with Jawaharlal Nehru Technological University Kakinada and is an ISO 9001:2015 certified institution.
- **Infrastructure and Innovation:** The College is a pioneer in the region, being the first to install a 100 KW rooftop solar power plant. It also features an AICTE-sponsored IDEA Lab and a Cyber Security Centre of Excellence established through industry collaboration.
- **Academic Excellence and Student Achievements:** Students have consistently won awards in national-level technical and sports contests at premier institutions like IITM, VIT, and JNTUK.
- **Industry Collaboration:** The institution maintains a training Memorandum of Understanding (MoU) with Code Tantra, providing valuable industry exposure.

Weaknesses:

- **Student Preparedness and Language Barriers:** A significant portion of the student body, hailing from rural backgrounds, faces challenges in meeting national and international technical education standards due to language barriers.

Opportunities:

- **Professional Development:** The College can leverage its regular schedule of seminars, workshops, conferences, and symposiums to foster professional growth for both faculty and students.
- **Market Demand:** There is a high demand for technical education at the diploma, undergraduate, and postgraduate levels, on which the institution is well-positioned to capitalise.
- **Collaborations and Partnerships:** The institution has numerous opportunities to form new collaborations with both established companies and start-ups, as well as with other universities, both nationally and internationally, to enhance learning outcomes and research in emerging technologies.

Threats:

- **Competitive Landscape:** The institution operates in a competitive environment, facing rivalry from other technical universities.
- **Rapid Technological Advancements:** The fast-paced evolution of technology presents a continuous challenge, requiring the institution to constantly update its curriculum and infrastructure to remain relevant.

Strategic Goals

Short-Term Goals

- **Accreditation and Curriculum:** Secure NBA accreditation for all B. Tech courses. Introduce new, industry-relevant undergraduate and postgraduate courses, and regularly update the curriculum to meet evolving industry needs.
- **Research and Development:** Establish JNTUK-recognised R&D Centres in the CSE and ECE departments.
- **Student Support and Development:** Launch an Entrepreneurship Development Cell to foster innovation and self-employment. Facilitate industry-institute interactions with a minimum of three industry collaborations per Department. Place a stronger emphasis on training and placements, and continuously enhance course content to improve employability. Provide additional academic support to students, ensuring equitable opportunities for all. Offer extra courses outside of regular hours for both students and the local community.
- **Faculty and Staff:** Expedite faculty development initiatives and conduct training programs for technical staff.

Long-Term Goals

- **Research and Excellence:** Establish R&D centres in all departments and conduct national and international research initiatives. Create centres of excellence and support sponsored, collaborative research with industries. Offer customised training, testing, and calibration services for professionals.
- **Faculty and Partnerships:** Ensure all faculty members hold Ph.D. degrees. Establish additional Memoranda of Understanding (MOUs) with international and national organisations.
- **Institutional Leadership:** Become a premier centre for learning.