
Strategic Planning And Deployment Document



Shri Madhwa Vadiraja Institute of Technology & Management

About SMVITM

Founded in 2010 by **H. H. Shri Vishwavallabha Theertha Swamiji** of Shri Sode Vadiraja Mutt – one of the 700 plus years old *Ashta Mutts* associated with the world famous Shri Krishna temple of Udupi in Karnataka – **Shri MadhwaVadiraja Institute of Technology & Management (SMVITM)**, situated at Bantakal in Udupi has carved a niche for itself in imparting quality engineering education in the coastal Karnataka region. Shri Swamiji started the institute with the sublime objective of providing **quality higher education to the needy student community at affordable costs**. The motto *Engineering your Career and Character with Care* well reflects the objectives and philosophy of the institute. Despite, being the youngest institute in the region, SMVITM has made remarkable strides in its journey towards excellence over the past five years and has emerged as the most promising engineering institute with its well-qualified and motivated faculty, state-of-the-art infrastructure and distinguished learning-centric facilities.

At present, SMVITM, with a total student intake of 441 per year, offers Bachelor of Engineering (B.E.) courses in Civil Engineering, Computer Science & Engineering Electronics & Communication Engineering and Mechanical Engineering. Currently, 1233 students are pursuing their engineering education at the institute. Despite being located in a rural area, SMVITM ensures that its students are well trained in existing engineering practices and acquainted with the latest industrial trends.

The campus is conveniently located at Bantakal, which is about 6 km off the stretch of NH 66 that connects the coastal cities of Mangaluru (Mangalore) and Udupi. The institute has well-furnished in-campus as well as off-campus hostels with all modern amenities, separately for boys and girls. The institute is affiliated to Visvesvaraya Technological University, Belagavi; approved by the All India Council for Technical Education, New Delhi and recognized by the Government of Karnataka.

The accomplishments of SMVITM have already garnered well-deserved recognition and widespread praise from eminent personalities across the spectrum. Late Dr. A. P. J. Abdul Kalam, former President of India, having admired the vision and value addition to engineering education taking place at the institute, made a visit to the campus and appreciated the holistic education imparted at SMVITM and inspired the students in 2014.

SMVITM has recorded a good percentage of admissions over the last three years. Though the institution is still taking off, the achievements of its students, faculty and staff are many and commendable. The institute is growing fast, scaling greater heights by concentrating on excellence in education, research and promotion of placement & entrepreneurship through industry-academia tie-ups and value added programs.

Preface

For an organization, strategic planning is very essential to accomplish the Vision and Mission, which it dreams of. Strategic planning is a continuous process with a specific focus on accomplishing institutional goals in this competitive world. Strategic Planning and deployment document (SPDD) is based on analysis of current obstacles and future opportunities and envisages the direction towards which the organization should move to achieve its set goals and objectives.

The first part of it addresses the vision, mission which the institute dreams along with core values, institutional long term & short term goals. These are defined and guided by the stake holders (management, leadership, HODs, faculty, staff, industry, students, alumni and parents) through SWOC analysis. After analyzing the internal and external environment, the institutional goals were set up in all possible growth domains through continuous thought process and discussion with HODs and faculty members. The strategies with action plans were decided to achieve institutional strategic goals.

While formulating the strategic plan and deployment document, care is taken to involve all stakeholders to help contribute their part which is vital for the success of every organization. Effort is taken to identify clearly the implementation processes and monitoring by identifying measurable targets in line with the desired outcomes. This will emerge to be the guiding force for SMVITM to achieve its goal to become an institution of Academic Excellence and providing professional by skilled young Engineers and Managers to the society.

Vision

“To Establish an Excellent, Value-based Higher Educational Hub to Meet the Challenges of Global Competitiveness”

Mission

“To impart holistic education with state of the art infrastructural facilities and conducive academic ambience, at affordable costs, leading to the creation of Centers of Excellence with best brains collectively interacting for total personality development and intellectual growth”

Core Values

- Discipline
- Determination
- Dedication
- Integrity & Trust
- Interest & Involvement

Objectives

- To create a transparent and attractive academic environment that encourages pursuit of excellence and free from commercial interests and questionable practices
- To inculcate in the students and the teachers, a scientific temper and a spirit of enquiry
- To develop and nurture a value-based, but thoroughly professional educational system in which the teacher and the student alike are at their innovative best at all times, encouraging each other to keep pace with the ever expanding frontiers of knowledge
- To make significant contribution towards the growth of a healthy society through pioneering education and effective industry-institute interactions
- To be the role model in higher education and the most preferred choice of students, faculty and industry

SWOC Analysis

Strength:

- Proactive visionary management
- Qualified, competent and dedicated faculty
- State of the art infrastructure
- Active MoUs with reputed industries and institutes
- Financial support by means of various scholarships
- In-house developed office automation system for academic and administration process
- Conducive environment for teaching learning process
- Pollution free environment
- Support for research through research centres
- Value added/life skill courses

Weakness:

- Research grants from funding agencies
- Absence of PG programs due to the nonaccredited status
- Placement in core industries
- Functional MoUs with foreign universities and organizations
- Since the institution is young, Alumni base is limited

Opportunities:

- Interdisciplinary research activities.
- Organizing International conference.
- Faculty exchange programme with international organisation
- Incubation centres
- Revenue generation through consultancy and research projects
- NIRF ranking
- Autonomous status by the University

Challenges:

- Varying trends in admission for technical education
- Develop multi-disciplinary and inter-disciplinary courses and programmes
- Developing patents and good research teams in every department
- Achieving placement opportunity to every student

Strategic Goals

The team of SMVITM after several discussion and planning, guided by the Mission and Vision of the Institute, Quality Policy, Core Values, Stake holder's expectations and SWOC analysis have framed the Institutions strategic Goals.

Institution Strategic Goals:

1. Following effective teaching learning process
2. Developing and following leadership and participative management
3. Establishing a continuous Internal Quality Assurance System
4. Ensuring good governance
5. Ensuring student's development and participation
6. Ensuring staff development & welfare
7. Developing financial management
8. Put emphasize on Institute – Industry interaction and partnership
9. Development of entrepreneurship
10. Encouraging research and development work
11. Increasing internal revenue generation
12. Increasing Alumni Interaction and participation and Outreach activities
13. Engagement in Community Services and Activities
14. Developing physical infrastructure
15. Getting memberships of professional bodies, Local chapters, student's chapter etc.

Strategic Planning

1. Teaching learning process

- a. Academic planning and preparation of Academic Calendar
- b. Development of teaching plan as per OBE
- c. Preparation of Lesson Plan based on CO & PO mapping
- d. Use of more teaching aids and adopt more ICT
- e. Development of e- learning resources
- f. Promote research culture & facilities
- g. Provide mentoring and personal support
- h. Follow a transparent and fair feedback system
- i. Conduct training based on need analysis
- j. Evaluation parameters and benchmarking
- k. Continuous assessment to measure outcomes
- l. Performance development through various courses/workshop/talk

2. Leadership and participative management

- a. To follow reporting structure
- b. Decentralize the academic, administration and student related authorities & responsibilities
- c. Prescribe duties, responsibilities and accountability
- d. Establishment of functional committees

3. Internal Quality Assurance System

- a. Formation of Quality Monitoring Committee & functioning
- b. Periodic check & guidance for quality improvement
- c. Establishment of academic & administrative process
- d. Academic Audit
- e. Annual report preparation & submission

4. Student's development and participation

- a. Budget allocation for student development programmes and activities
- b. Students Trainings & Placement Activities
- c. Formation of student council
- d. Student's representation in various committee and cell
- e. Organizing & Participation in technical competitions

- f. Rewards & recognitions of achievers
- g. Participation in extracurricular, social and welfare activities

5. Staff development & welfare

- a. Recruitment Policy formation & implementation
- b. Staff performance evaluation system
- c. Staff Training for quality improvement
- d. Best possible work facilities & infrastructure facilities
- e. Code of conduct, service rules, leave rules and Staff welfare policy implementation
- f. Rewards, recognitions and incentives
- g. Deputation for seminars, conferences and workshops etc
- h. Sponsorship/ Motivation for qualification/learning improvement
- i. Support for research, consultancy, innovations

6. Financial management

- a. Framing & implementation of Purchase and financial policies.
- b. Department wise Budget planning and allocation
- c. Forecasting income & expenditure
- d. Effective functioning of purchase committee
- e. Budget formulation & approval through Finance Committee
- f. Periodic Audit

7. Good governance

- a. Vision, Mission development & their articulation in every key position
- b. Inclusion of industrialists & academicians in the GB
- c. Evaluation of Institute's performance and benchmarking
- d. Institutional strategic goals setting
- e. Institutional Strategic development plan
- f. Monitoring and Implementing the Quality Management Systems
- g. Following organization structure
- h. Smooth Working of statutory committees
- i. Establishing E governance
- j. Leadership development through decentralization
- k. Establishing internal audit committee
- l. Code of conduct and policy formulation, approval and implementation
- m. Establishing fair and transparent performance appraisal system

8. Entrepreneurship

- a. Establishment of Entrepreneurship Development Cell
- b. Effective functioning of entrepreneurship development Cell
- c. MoUs with organizations for entrepreneurship development
- d. Providing training & guidance for entrepreneurship development
- e. Bringing more experts of the field for seminar, lecture, workshop for entrepreneurship development
- f. Establishing incubation centers
- g. Promoting & facilitating entrepreneurship development

9. Research and innovation

- a. Dedicated R &D facilitation centre for all the departments
- b. Establish and develop Laboratories with more research facility
- c. Fund generation through Project proposals
- d. Apply for Government/Non Government industry, sponsored funds
- e. Collaborations with Government & Private Institutes, Universities and Research Organizations

10. Alumni Interaction

- a. Formation of Alumni association, participation and registration
- b. Data base creation, Regular interactions with alumni and networking
- c. Leverage for guest lecturers/internships/placements/training/ entrepreneurship
- d. Exploring Contributions
- e. Brand ambassadors

11. Community Services

- a. Identify community and social development work
- b. Identify challenges of society for development work
- c. Conducting awareness camps

12. Physical infrastructure

- a. Infrastructure building development & modification
- b. Smart Class rooms, Tutorials, Seminar halls
- c. Modernization of Laboratory & equipment
- d. More ICT enabled classrooms
- e. Library infrastructure up gradation
- f. System up gradation
- g. Functional facilities for e-learning

- h. Safety & Security management
- i. Water facility
- j. Sports (indoor/outdoor) facilities
- k. Plantations
- l. Rain water harvesting & Sewage Treatment Plant.
- m. Renewable Energy usage
- n. Hygiene, zero plastic & green campus

Strategy Implementation and Monitoring

After approval of Strategic development plan the next step is its implementation. During implementation the progress of strategy shall be measured from time to time. Hence the measurable success indicators are clearly spelt out in the implementation document. Principal along with the other members of IQAC periodically review the strategic plan and its deployment.

Responsibility & Accountability Matrix for various activities at institute level

Governance & Administration	President, Governing Council (GC) member & Administrative office
Infrastructure (Physical & Academics)	GC, Secretary Trust Board, Principal & HOD's
Teaching- Learning	Principal, HODs, Faculty and Staff
Departmental Activities	HODs and Faculty
Students Development	Principal, HODs and concerned committee.
Research & Development	Principal, HODs and R&D cell
Training & Placement	Principal, TPO and HODs
Quality Assurance	Principal and IQAC

Key Result Areas to be measured during implementation.

1. Effective teaching learning process

- a. Syllabus completion
- b. Mini projects, Major projects, Seminars
- c. No. of learning resources
- d. No. of student counseling/mentoring/training sessions conducted
- e. Result of examinations (Pass, First classes, Distinctions)
- f. Course File
- g. Student feedback
- h. No. of teaching aids

2. Leadership and participative management

- a. Reporting structure in place
- b. Decentralization in various domains - academic, administration, staff welfare, student development, infrastructure management – appointments
- c. Code of conduct - duties, responsibilities and accountability
- d. Functional of various committees – no. of meetings/ semester, minutes of meetings,
- e. Committee Planning & implementation

3. Internal Quality Assurance Cell

- a. Number of IQAC initiatives/ semester
- b. Academic audits reports
- c. SPD of committees & college.

4. Good governance

- a. No. of GC meetings.
- b. Vision ,Mission , Dissemination & Review
- c. Organization structure in place
- d. Degree of decentralization
- e. Resource mobilization
- f. Staff appraisal & career advancement scheme in place
- g. Service rules & benefits

5. Students development & participation

- a. Number of sports, technical, cultural events organized
- b. Regional, National & International competitions participated
- c. Regional, National & International recognitions received
- d. Sports infrastructure provided

6. Staff development & participation

- a. Number of Staff attending training programs
- b. Staff training programs organized
- c. Sponsorships for higher education
- d. Number of staff welfare programs
- e. Staff awards/ recognitions/ incentives

7. Financial management

- a. Annual Budget forecasting income & expenditure
- b. Utilization / Allocation of funds
- c. Internal & External Audit

8. Institute – Industry Interaction

- a. No. of active MOUs
- b. No. of Initiatives/activities through MOUs

9. Training & Placement

- a. Number of placement drives organized
- b. Number of placements
- c. Number of skill development & career guidance programmes

10. Entrepreneurship

- a. No. of entrepreneurship trainings organized/participated
- b. No. of graduates becoming entrepreneurs

11. Revenue Generation

- a. Funding raised through sponsored Projects
- b. Consultancy /Testing Services,
- c. Funding raised through infrastructure utilization
- d. Philanthropy- Donations

12. Alumni Association

- a. Alumni data base
- b. Number of alumni interactions/meet/talk
- c. Support for internships/placements/ projects/ consultancy

13. Community Services

- a. Number of trainings/ awareness camps
- b. Number of social projects undertaken

14. Infrastructure (Physical & Academic)

- a. Number of buildings, class rooms added
- b. New Laboratories & equipments added.
- c. Annual budget allocated & utilized
- d. Green initiatives
- e. Number. of Volumes & Titles in library
- f. Number of National& International journals lectures etc)
- g. Digital Library
- h. ICT enabled classrooms

Monitoring Strategic Plan

The implementation of strategic plan will be monitored time to time by Principal, IQAC through periodic review. The section heads & committee coordinators will prepare the detailed progress report and present it in the review meetings. The benchmarking of quality standards and its monitoring, evaluation of attainment will be carried out by the IQAC independently. The IQAC will report the findings to the principal. With thorough analysis of outcomes and based on IQAC report, the above will recommend the corrective actions, need of further processes and deployment of resources. All these reports will be forwarded for further discussions and approval to management & GC members.

