



PRIYADARSHINI INSTITUTE OF TECHNOLOGY AND MANAGEMENT

5th mile, PULLADIGUNTA, Kornepadu (V), Vatticherukuru (M), GUNTUR - 522017 (A.P.)

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www.priyadarshini.ac.in

6.2.1 Strategy Development and Deployment



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STRATEGIC PLAN

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1. Introduction

PRIYADARSHINI INSTITUTE OF TECHNOLOGY AND MANAGEMENT (PITM) is an engineering college established in the year 2008 as the flagship institution under the aegis of DON BOSCO Educational Society by Sri.CHANDU RAMA RAO with a vision to provide qualitative Technical Education accessible and affordable to aspiring students. The college offers 07 undergraduate 05 diploma and 05 postgraduate programmers with a strength of 2030 students. PRIYADARSHINI INSTITUTE OF TECHNOLOGY AND MANAGEMENT College is approved by the All India Council for Technical Education (AICTE) and College is p affiliated to JNTUK, Kakinada. The campus is spread over a lush green area of 15.53 acres.

PRIYADARSHINI INSTITUTE OF TECHNOLOGY AND MANAGEMENT College focuses on imparting skills on cutting-edge technologies and shaping the students into disciplined young citizens of good character and emphasizes practical experience so as to enable them to secure employment in industry and thereby become entrepreneurs. The courses are so structured, leading to linear growth and progressive insight into the engineering subjects as well as training in soft skills. Since its inception in 2010, in its quest to offer quality education, the college has become a temple of knowledge and produced hundreds of eminent and skilled engineers, who are successful in their careers, serving all over the world. The college has taken rapid strides and shown enormous growth on all fronts and earned a place in the list of the best engineering colleges in the state of Andhra Pradesh.

Attracting the finest students by creating an overall intellectual atmosphere to train and Empower the professionals with global skills assigning their Legitimate place of honor in the society and Our never ending goal in technology continuously challenges the concept of what's possible we are helping the lives of students through education we have been working to bring the resources and solutions needed for advancing education. We help to turn their vision in to reality technology that brings quality education to students. That's our unwavering commitment. To make education as a tool for social change for the betterment of the society. To spread education




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globally in the field of engineering and management using existing resources and technologies, Empowering students to be tomorrow's leaders

The Mission of Priyadarshini is to develop high quality technical education and personnel with a sound footing on basic engineering principles, technical and managerial skills, innovative research capabilities, and exemplary professional conduct to lead and to use technology for the progress of mankind, adapting themselves to changing technological environment with the highest ethical values. As soon as a student will step in the Priyadarshini campus, he/she will be nurtured to excel in their capabilities to face the present challenges of the world. Priyadarshini College will serve as a launching pad in their career to boost them to achieve their goal of life.

2. Vision , Mission & Quality Policy



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Vision of the Institution

To contribute for sustainable development of nation through achieving excellence in technical education and research while facilitating transformation of students into responsible citizens and competent professionals.

Mission of the Institution

- To impart affordable and quality education in order to meet the needs of industries and achieve excellence in teaching-learning process.
- To collaborate with other academic & research institutes as well as industries in order to strengthen education and multidisciplinary research.
- To promote equitable and harmonious growth of students, academicians, staff, society and industries, thereby becoming a centre of excellence in technical education.

QUALITY POLICY

- PITM is committed to create, sustain and develop the outcome based learning through Total Quality Management and construct itself a place for scientific and technological hub, with continual upgrading and team work as its strengths for achieving it's Vision

3. Core Values





A. Professional Ethics:

As part of maintaining Professional Ethics we PITM committed towards maintain standards of the organization sky as the limit.

We give more values and respect to our stake holders from top to bottom

B. Progress in all aspects:

From the inception of the Institute we are making lot of changes in Courses establishment by keeping the market recommendation in to consideration and on far with the same we

are providing highly equipped Laboratories updating year to year and also maintaining well established Infrastructure.

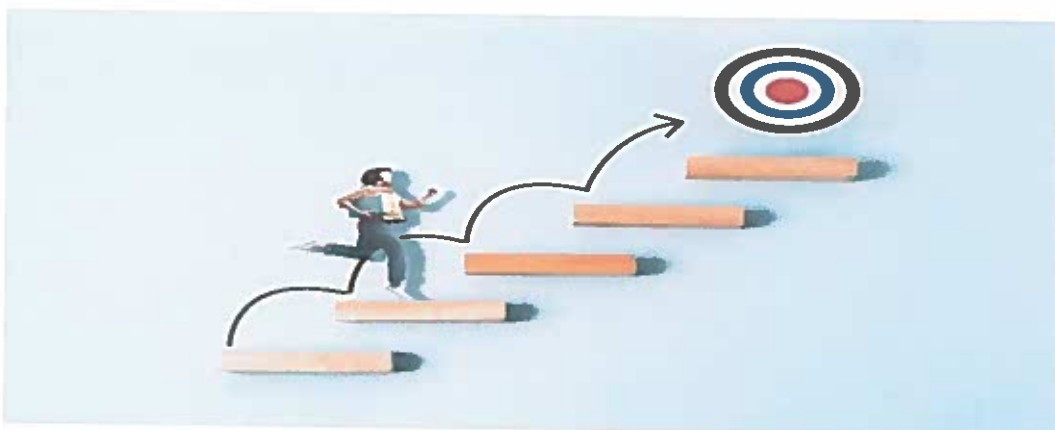
C. Togetherness:

We at Priyadarshini will give highest priority to this and motivate all our teaching , non teaching and student community to work together buy cooperating with each other in coordinative culture in consultation with the higher authorities from time to time.

D. Academic Performance

The Institute always gives more priority to improve the academic knowledge among the student and to do so we recruit qualified and committed faculty.

4. Objectives:





We have a predefined strategic plan to reach the short term and long term goals with the below objectives.

1. Finding several paths in reaching the various goals.
2. Ensures goal resemblance
3. Follow our journey towards our Vision & Mission
4. Regular monitoring and making necessary changes wherever required for the further development of the institute.
5. To provide suitable environment for the strategic plans implementation
6. To strengthen the alumni association for receiving various technical advises and support to place our students over the globe.
7. Planning to get permanent affiliation from the University and autonomous status.

5. SWOC Analysis of the Institution:



Institutional Overview: Strength, Weakness, Opportunities and Challenges

Strengths:

1. The Management is very aggressive and having Clear Vision & Mission with a zeal in fulfilling it.
2. The Institute is located to near the city surroundings and accessible to all the Stake Holders
3. Having well Experienced, Dedicated teaching and non teaching staff who care for the benefits of the students and their parents.
4. The Management is very supportive to the staff members in performing their regular activities.





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5. The Institute is having Strong Mentoring System to each class for monitoring the regular activities of the student's viz., Attendance, daily performance, Academic results, Extracurricular activities.
6. Meritorious awards & Rewards and Financial Support will be given to all the eligible students.
7. Wi-Fi enabled Campus with High-Speed Internet
8. Students feel highly comfortable and more secured in the campus.
9. Large size Play Ground and facilities for playing all the indoor and outdoor games inside the Campus.
10. Feedback system implemented in regular periods from all the stake holders and problems if any will be rectified with the support of Management.

Weaknesses:

1. Students joining at the entry level are from rural background and are very poor in communication skills.
2. Lack of funded Research Projects
3. Many of the Students are not interested in Joining the Core Branches like CIVIL, EEE, and Mech. Etc.
4. Not getting fees in time neither from the Govt. in the form of Fee Reimbursement nor from the students which became big problem in development of the College Infrastructure
5. Not able to get Good No. of Ph.D. candidates.
6. Very Poor response from the Alumni Students to generate corpus from them.

Opportunities:

1. Promoting the Faculty for attending more FDP's and Workshops
2. Economically Weaker Students are getting benefitted by the State Government financial to promote themselves to higher education.
3. Need to Maintain a Strong Alumni Association. Networking and harnessing of alumni spread all over the globe
4. Planning to make the Institute Autonomous




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5. Placement training programs, competitive and career counseling organized within the campus regularly for the career guidance of the students.
6. Need to expand many possibilities to get funded projects to strengthen the organization towards R & D

Challenges:

1. Facing Lot of Competition from other higher education institutes
2. Reaching the rigorously and rapid changes of the industrial and technical needs.
3. Meeting with the demands of National Educational Policy 2020
4. Quality of student intake in certain departments due to change in preferences
5. Improvising the Communication, Soft & Technical skills of the Students.
6. Improvement research facilities, center for entrepreneurship and innovation in synchrony with new and emerging areas
7. Induction of latest technology in teaching, learning, evaluation, administration, and accounts
8. Providing the Staff Quarters inside or Near to the Campus.
9. Maintaining the Faculty Retention Ratio in the highly competitive world where more offers and opportunities for the Faculty due to lack of Highest Qualified Members

7. Strategic Plan of the Institution

We have a predefined strategic plan to reach the short term and long term goals with the below objectives.

1. Finding several paths in reaching the various goals.
2. Ensures goal resemblance
3. Follow our journey towards our Vision & Mission
4. Regular monitoring and making necessary changes wherever required for the further development of the institute.
5. To provide suitable environment for the strategic plans implementation




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6. To strengthen the alumni association for receiving various technical advises and support to place our students over the globe.
7. Planning to get permanent affiliation from the University and autonomous status.

Goals:



Short Term Goals:

- ❖ Promising to the stake holders an high quality education through Accreditations LIKE NAAC
- ❖ Getting ISO Certifications for Various standards
- ❖ Achieving Maximum Pass percentage
- ❖ Encouraging the students in Extra Curricular and Co-Curriculum activities
- ❖ Providing facilities for the faculty members to participate in various Faculty Development Programs, Workshops, Seminars, Conferences etc.,
- ❖ Encouraging the Faculty to participate in Research and development
- ❖ Promoting the faculty forgetting NET, SLET, M.Phil., Ph.D. programs





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- ❖ Encouraging all the students to get more certification like Moolch, NPTEL Course Era etc.,
- ❖ Conducting various general awareness programs to students to familiar with the current affairs.
- ❖ Teaching Life Skills, Soft Skills, Communication Skills etc., to face the Challenges in the Industry
- ❖ Providing 100% Placement for all eligible students.

Long Term Goals

- ❖ Conductive various types of Programs to uplift the rural students.
- ❖ To be a Unique Institute among various Technical Educations.
- ❖ Getting the Permanent Affiliation from University
- ❖ Targeting for Autonomous Status

As apart of Achieving all the above Short Term and Long Term Goals we need have certain strategic plans and their perfect implementation Schemes and bodies as explained below

Good Governance:

- To facilitate a well administrative institution and lead to its recognition to build up confidence in the stake holders.
- To develop a coherent strategy and sustainable growth way.
- Under this we concentrate on
 1. Making Activities more productive mix of education, research, consultancy and services
 2. To make the organization more professional and more focused on quality
 3. To form selective strategic alliances with academic, research and industrial organizations
 4. To Strengthen the existing systems and procedure for conflict resolution and redress of grievances




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Curricula Aspects and Teaching Learning:

- To formulate and implement quality teaching methodologies to ensure student centric teaching learning processes.
- To emerge as a recognized centre of excellence in the field of engineering and management by research.
- As a part of this aspect we do the following
 1. Creating Benchmark with premier institutes
 2. Effective Curriculum planning and implementation
 3. Upgrading faculty and staff competence
 4. Knowledge delivery & Outcome based education
 5. Evaluation and Assessment

Infrastructure development and learning recourses:

- To develop state of the art facilities
- To ensure effective utilization and maintenance of infrastructure
- To benchmark institutional infrastructure and performance periodically.
- .To reach this aspect
 1. We make the campus as Green Campus
 2. We Improve Academic Infrastructure
 3. We Upgrading Library Infrastructure with increase of recourses and making it digitized.
 4. We make Proper provision of Sport, Hostel, Canteen and their proper utilization.

Research & Development Activities:

- To achieve goals related to raising the quantum of research output and improving its quality.
- To plan and develop focused centers of excellence in the Institute on areas with potentially large societal impact.
- To make significant contributions to the technology needs of the nation.
- To encourage students and Faculty to publish research papers in top.




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- To encourage students and faculty to publish research papers in top journals and presentations at conferences where the world's leading researchers are present.
- To have no. of MO's with premier Institutes and Companies.

Faculty and Staff Development Strategies:

- To become the most favored destination for potential faculty members
- To recognize and recruit faculty different types of experiences, be it in academics, industry or research
- To follow effective performance appraisal system
- In this strategy we implement
 1. Talent Hiring & Retention Policy.
 2. Providing Rewards, Recognitions, Incentives, Family Gatherings
 3. Providing best work facilities and infrastructure with a clarity roles and responsibilities
 4. Supporting or Career Growth and Development.

Financial management and Resource Mobilization Allocation:

- To develop and implement effective financial system to directly support the fundamental functions of education, research and service to enhance the effectiveness of using the financial resources.
- In this we do proper budgeting yearly and finance governance by receiving the inputs and requirements from all the department of the institute.

Alumni Association Establishment and Regular Interactions

The Main Objectives of the Alumni Association are

To build mutually beneficial relations with its alumni so that arrangement of modes of engagement can be explored.

Creating more opportunities for alumni to spend time in campus and engage with students and faculty

To support alumni activities in multiple dimensions like nurturing industry relations, facilitating interaction between aspiring students, faculty entrepreneurs and alumni entrepreneurs



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To increase and promote alumni contribution

Effective Role of IQAC

To achieve Excellence in Technical Education, Research and Consulting through an Outcome Based Curriculum focusing on Continuous Improvement and Innovation be benchmarking against the Global Best Practices.

Through the IQAC we perform continuous Internal Audits in regular periods and suggest for Improvements, providing rewards and Recognitions for the best staff members.

Also through this we establish the best Quality System in the Organization.

7. Implementation

Strategic development plan once approved by Governing Body will be advocated to the members of the institutions for implementation. When it is being implemented, the progress of the institutions shall be measured from time to time through the IQAC.





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Various Strategic Plans are implemented by Different Roles as below.

Plan	Roles Involved
Good Governance	Governing Body Members, Management
Curriculum aspects , Teaching And Learning	Principal, HOD's, Faculty
Infrastructure development and learning Recourses	Governing Council, Chairman, Principal, Management
Research , Innovation and extension services	Research Cell, HOD's Faculty
Faculty and Empowerment strategies	Governing Body Members, Chairman and Principal
Financial Management and Resource Mobilization	Governing Council, Finance Committee, Principal
Alumni Engagements and Interaction	Alumni Cell, Executive Body, Faculty
Placement & Training	TPO, Placement Coordinators, HOD's
Department Activities	HOD's & Faculty
Quality Assurance	IQAC




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Conclusion

Our institution imparts quality technical education and skills alongwith co-curricular activities to our students on a broader perspective so that the out-going students of our college establish themselves not only as good engineers and nation builders but also as responsible citizens of the nation.

The institution is dedicated to fostering the holistic development of young minds and strives to provide high-quality and value-added education. Recognizing the significance of value accreditations from various organizations, the institution aspires to attain autonomous status in the nearby coming future. To achieve this goal, a well-defined roadmap has been established, with key roles played by statutory committees such as the Governing Body, Academic Council, etc., as well as non-statutory committees. In 2022, the institution was established the Internal Quality Assurance Cell (IQAC), which has made substantial contributions in sustaining and enhancing the overall quality of institutional functioning.

The Training and Placement Cell has been instrumental in successfully shaping young minds and facilitating their seamless integration into the industry. Over the past five years, it has demonstrated an impressive track record of placing numerous students who have proven to be valuable assets to their respective employers and by extension to the nation.



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