

Strategic Plan



2022-2027

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USHARAMA

COLLEGE OF ENGINEERING AND TECHNOLOGY

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Strategic Plan (2022-2027)

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Chairman Message

Usha Rama College of Engineering and Technology (URCET) was established by the Usha Rama Educational Academy with the objective of providing quality technical education and nurturing young technocrats with strong knowledge, skills, and values. The college is sponsored by the Chicago-based multi-million-dollar Advansoft Group.

The college strives to realize its Vision of becoming a centre of excellence in technical education by adopting effective teaching-learning practices, promoting research, and contributing to the transformation of society.



In line with its Mission, the institution provides modern infrastructure and advanced facilities that encourage exploration in engineering and research. It focuses on building a dedicated faculty committed to student-centric teaching and experiential learning. The college also promotes life-long learning, entrepreneurial thinking, ethical values, and social responsibility among students while encouraging various activities for their overall personality development.

URCE strongly believes that discipline, dedication, and hard work are the foundations of success. Our institution strives to maintain a disciplined and student-friendly campus that promotes academic focus, responsibility, and mutual respect among students and faculty. At Usha Rama College of Engineering and Technology, our goal is to develop skilled engineers, innovative thinkers, and responsible citizens who can contribute meaningfully to society and the nation.

All the very Best

Chairman

Secretary and Correspondent Message.

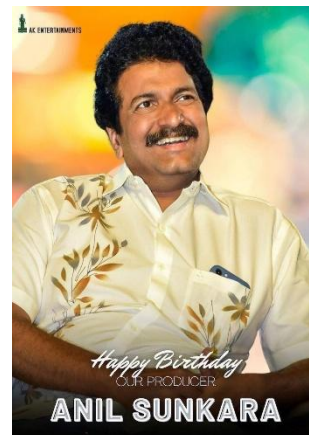
Usha Rama College of Engineering and Technology, Telaprolu (URCET) is an institution committed to academic excellence, innovation, and value-based education. Our college strives to create a dynamic learning environment where students are empowered with knowledge, skills, and ethical values required to meet the challenges of the modern world.

In today's rapidly evolving technological landscape, engineering education must go beyond traditional teaching methods. At our institution, we strongly focus on Outcome Based Education (OBE), which ensures that the teaching-learning process is aligned with clearly defined outcomes. OBE emphasizes what students are expected to know, understand, and be able to do at the end of their academic program. Through this approach, we aim to produce competent engineers who possess not only strong technical knowledge but also problem-solving ability, communication skills, teamwork, and professional ethics.

Our dedicated faculty members adopt innovative teaching methodologies, practical learning experiences, and continuous assessment methods to achieve the desired program outcomes. We also encourage students to participate in research activities, internships, industry collaborations, and skill development programs that enhance their employability and leadership qualities.

At Usha Rama College of Engineering and Technology, we believe that education should contribute to the holistic development of students. Along with academic excellence, we focus on nurturing creativity, social responsibility, and lifelong learning among our students. Our goal is to prepare graduates who can contribute effectively to society, industry, and the nation.

With Best wishes



Secretary & Correspondent

Principal Message

Usha Rama College of Engineering and Technology, Telaprolu, (URCET) is a premier institution dedicated to academic excellence, cutting-edge innovation, and holistic value-based education. Our college strives to provide a vibrant learning environment where students gain not only technical knowledge but also the skills and values required to succeed in their professional and personal lives.



We strongly believe in the effective implementation of Outcome Based Education (OBE), which focuses on clearly defined learning outcomes and ensures that students acquire the necessary knowledge, skills, and professional competencies in engineering. Through well-structured curricula, innovative teaching methods, and continuous evaluation, we aim to strengthen the knowledge of engineering fundamentals and prepare students to address real-world challenges.

Our institution also emphasizes the importance of Universal Human Values (UHV), which helps students develop ethical values, social responsibility, and a positive attitude towards life and society. By integrating UHV into the academic environment, we aim to nurture responsible and value-driven engineers.

We place great importance on faculty development, as teachers play a crucial role in shaping the future of students. The college regularly encourages faculty members to participate in faculty development programs, workshops, seminars, and training sessions to enhance their teaching skills and subject knowledge.

In addition, we actively promote a strong research culture within the campus. Faculty members and students are motivated to undertake research projects, publish papers in reputed journals, and participate in conferences. This encouragement for research and innovation helps in advancing knowledge and contributing to technological development.

With Best wishes & regards

Principal

Preface

An Engineering institution like any other organization requires high level goals with long range planning and strategies to accomplish the Vision and Mission, which it dreams of. Strategic planning is a continuous process with a specific focus on accomplishing short, mid and long-term goals in this highly competitive world. Strategic Development Plan (SDP) analyses current environment expected future scenarios and envisages the direction towards which the institution should move to achieve its set goals and objectives.

The first part of SDP addresses vision, mission and working on bringing out a good quality policy along with core values. These are achieved through many deliberations with all the stakeholders (Management, leadership, HODs, faculty, staff, industry, students, parents and alumni). Scientific scanning of internal and external environment is done through SWOC analysis. After scanning the environment, institutional goals were set up and strategies to achieve them are arrived at for the institution.

Based on Institutional Vision & Mission, the goals are drawn by holding brainstorming sessions with Deans, HODs and Professors. Institutional strategic goals and strategies are formed with action plans. The process of implementation is worked out and circulated to all the departments. Financial constraints and fund availability is one of important parameters of SDP. Internal Revenue Generation has been given due importance. SDP evaluation and committees to monitor the effectiveness has been clearly spelt out. The final outcomes are discussed and approved by the Governing Body (GB).

As a good practice, inputs are drawn from stakeholders through active participation and collective inputs. The SDP will streamline the processes and progress of the institution, it will also ensure that URCET becomes a torch bearer among technical education institutions at National level.

Strategic Plan of the Usha Rama College of Engineering and Technology (URCET)

The Chairman, Secretary and Correspondent and the members of the Governing Body have felt the need of preparing a strategic development plan for the institution in a formal written document format. The mandate was given to the principal to develop strategic plan 2022-2027 for the institution. The management & top leadership team met and brain stormed on SWOC and stake holders' expectations. The Leadership team met a number of times, deliberated in detail and arrived at vision, mission, quality policy and core values for URCET. Environment scanning was done keeping vision in mind. The team also discussed about Institutes strategic High-Level Goals to be achieved by 2027.

Institution strategic goals formed the main theme for arriving at strategies, sub strategies and road to accomplish them. Each Strategy was deliberated and sub-strategies were arrived towards implementation plan. Implementation plan worked out all details such as budget, resources needed and leaders responsible to implement with time lines. This implementation is separately maintained by the head of the institution.

Departments play a pivotal for the institution; hence each department worked out on their vision, mission and short, mid & long-term goals. The implementation plan for the departments also reflected all details such as budget, resources needed as well as leader responsible with time lines. HODs form the core team for implementing departmental goals under the guidance of Deans/ Principal.

Strategic Development Plan emphasizes on evaluation measures, monitoring team along with deviation steps if any over a period of time. The evaluative components for each stake holder are clearly spelt out along with periodicity of performance evaluation reviews.

The final draft document was discussed with GB and after its detailed review, the suggestions were incorporated towards its effective implementation. This comprehensive plan forms the guiding plan for the years 2022-2027.

Vision of the Institution

The new millennium is witnessing unprecedented challenges and opportunities in higher education, arising from the effect of changing economic policy of liberalization and globalization. Knowledge is increasingly recognized as the main force behind economic growth and development in the context of global economy, coupled with information and communication revolution, the emergence of world-wide labour market leading to significant change in the global socio-political environment across the world. Technical Education plays a vital role in human resource development of the country by creating skilled manpower, enhancing industrial productivity and improving the quality of life of its people. Technical Education covers wide gamut of programs and specializations.

The GOI vision is “To develop and nurture a technical education system in the country which would produce skilled manpower of the highest quality, comparable to the very best in the World and in adequate numbers to meet the complex technological needs of the economy; providing the nation a comparative advantage in the creation and propagation of innovative technological solutions and in the development of a technological capacity of the highest order, both for its application in the economic development of the country and for becoming a major supplier of technology and technological services in the World.”

In tune with the GOIs Vision and other strategic information scanned from other stake- holders in the society, URCET has set its vision as

VISION

“To emerge as a centre of excellence in technical education by imparting quality teaching learning practices and research for the transformation of society.”

The process of defining and assuring the quality of technical education and training must include consideration for the context in which technical education and training occur. It is also critical to remember that education has many clients.

Leadership in quality technical education to-day has many characteristics that are needed which perhaps were not necessary ten, or fifteen years ago. Technology's impact on how students learn and how teachers teach has had educational leadership think about more innovative ways in which to prepare, deliver, and assess curriculum. It is necessary now to empower our teachers and to lead in a way that reflects unconditional positive regard through relationships and displaying

that they are in the fore-front of change and are key agents of change.

It is equally as imperative stay abreast of current and future trends in business and industry and to encourage technical educators to stay current in their professional and trade areas as well as in pedagogy and research.

Interdisciplinary research is a type of study or research that draws from two or more disciplines in order to gain a better developed perspective, or discover something new. In academic discourse, interdisciplinary typically applies to four realms: knowledge, research, education, and theory. Interdisciplinary knowledge involves familiarity with components of two or more disciplines. Interdisciplinary research combines components of two or more disciplines in the search or creation of new knowledge, operations, or artistic expressions. Interdisciplinary education merges components of two or more disciplines in a single program of instruction. Interdisciplinary theory takes interdisciplinary knowledge, research, or education as its main objects of study. Creativity often requires interdisciplinary knowledge. Many intellectual, social, and practical problems require interdisciplinary approaches, Inter-disciplinarians may help breach communication gaps in the modern academy, thereby helping to mobilize its enormous intellectual resources in the cause of greater social rationality and justice, by bridging fragmented disciplines. Inter disciplinarians might play a role in the defense of academic freedom. Innovation is recognized as a driver of economic growth and poverty eradication. In this context, innovation can be understood in broad terms, including "technical and nontechnical aspects, business model innovation, eco- innovation, demand and user-driven innovation, innovation in services and design, and public-sector innovation."

Innovations in science and technology are an integral component of sustainable development. Sustainable Development is balancing the fulfilment of human needs with the protection of the natural environment so that these needs can be met not only in the present, but in the indefinite future. Inclusive growth means more and more schemes and support to attain the desired rate of economic and human development to foster economic growth, wealth distribution, social justice, adopting suitable technologies and industrial development.

Sustainable development is "development that meets the needs of the present without compromising the ability of future generations to meet their own needs of Sustainable development". It is important to realize that sustainable development combines three pillars of development: social, economic, and environmental. Inclusive growth is a strategy where the growth will be achieved through certain instrumentalities so that the benefits reach the largest

section of the society and that the maximum number of people are able to derive benefits from the developmental projects. Generation of employment and livelihood opportunities, poverty reduction, and removal of regional and social disparities, agricultural and industrial growth and environmental sustainability are key elements of inclusive growth.

Mission of the Institution:

M1: Provide an ideal and the best class infrastructure to foster exploration in engineering and research

M2: Build dedicated faculty with student centric teaching, incorporating experiential, innovative skills

M3: Encourage life-long learning, entrepreneurial thinking, and ethical responsibility in students to address societal challenges.

Quality Policy

URCET is committed in imparting quality technical education to the growing needs of the society with an aim of continuous improvement.

Core Values

- ❖ Collaboration
- ❖ Empathy
- ❖ Commitment
- ❖ Integrity
- ❖ Discipline
- ❖ Life Long Learning

Accreditations:

The college was duly accredited by NAAC for the period of five years, starting from the year 2016 with A grade. We are in the process of applying accreditation by NBA.

A Profile of URCET:

History of an Institution is reflected by the history of individuals who dedicate their precious time, finances and energy for building it over the years. When technical education was very expensive and not within the reach of a common man, a group of eminent educated people, with a noble vision and mission of imparting value based technical education of high standards, established the "Usha Rama Educational Academy " in the year 2008 in the present capital city of Andhra Pradesh, Vijayawada. "Usha Rama College of Engineering and Technology" (URCET) had its humble beginning on 24th July 2008 under the auspicious of this society. URCET aims to stand out as an institution of excellence in technical education and in moulding individuals for outstanding calibre and character. The institute aspires to train the students to become quality engineers with high standards of professionalism and ethics having positive attitude and perfect blend of technical and managerial skills.

The Institute started in 2008 with undergraduate courses in 4 engineering disciplines. In 2025-26 URCET offers undergraduate courses (B.Tech) in 7 disciplines (Computer Science Engineering(CSE), Information Technology(IT), Electronics and Communication Engineering(ECE), Electrical & Electronics Engineering(EEE), Mechanical Engineering(ME), Artificial Intelligence and Machine learning(AIML) and Artificial Intelligence and Data Science(AIDS)), and 5 postgraduate programs (M Tech) in thrust areas like Computer Science Engineering, Cyber Security, Robotics & AI, CSE-AI & ML.

The institute has highly qualified and motivated faculty members who are actively involved in research and are constantly associated with practicing engineers. This institute has seen a growth in strength from 240 in the year 2008 to 2264 students in the academic year 2025-26. The departments have well equipped laboratories with facilities for experiments and studies in areas like Flexible Manufacturing Systems, Biomass Gasification, Fluidized Bed Combustion chamber, Material Testing, CAD/CAM, CMM, Rapid Prototyping, Digital Signal Processing, High Voltage Engineering, VLSI and advanced surveying instrument like Total Station. The institute has received funds to the tune of 42 lakhs from central government agency DST for modernization of the establishment of research laboratory facility and for research work in Nano Technology and system optimization of variable speed drive (VSD) using coupled simulation.

The institute has a very well established computing facility with 646 computers. The campus has a full-fledged 10/1000 Mbps network with OFC backbone and 100 Mbps internet link. The Institute's library is another attraction with 10273+ titles and 27751+ volumes. Number of national and international technical journals subscribed amounts to more than 135 with around 600 e-journal subscriptions. The institute has a very strong Industry-Institute Partnership Cell.

URCET has entered into MoU with Multinational Companies, like IBM, Microsoft, Oracle, Tata Technologies, Intel and SAP Labs for implementing various activities for improving student competency and employability and RTIH.

Undergraduate Programmes (7):

- **B Tech – Electrical and Electronics Engineering (EEE)**
- **B Tech – Mechanical Engineering (ME)**
- **B Tech – Electronics and Communication Engineering (ECE)**
- **B Tech – Computer Science and Engineering (CSE)**
- **B Tech - Information Technology (IT)**
- **B Tech – Artificial Intelligence and Machine Learning (AIML)**
- **B Tech – Artificial Intelligence and Data Science (AIDS)**

Post-graduate programmes (5):

- **M Tech - Cyber Security**
- **M Tech - ROBOTICS & AI**
- **M Tech - CSE - AI & ML**
- **M Tech - Computer Science & Engineering**
- **M Tech - VLSI & Embedded Systems**

Quality Initiatives IQAC

- **NBA accreditation and NAAC reassessment**
- **NIRF and ARIIA participation**
- **Academic Administration Audit Planning**
- **Training Program for Faculty members**
- **E-Resource Development**
- **Webinar Series**
- **Structured Committee Activities**

Why Strategic Plan?

During the past decade, engineering and management education has undergone immense changes. While the demand for excellent quality education has increased steadily, the number of technical institutes students and faculty. It is essential in this dynamic environment to determine the strategic objectives and quantifiable targets, measuring the performances of the predetermined indicators, and monitor & evaluate the strategic plan. It is a participative approach that enables the institute to prioritize the resources in accordance with the objectives mentioned in the strategic plan.

Strategic planning process was conceived as an IQAC initiative. The IQAC, with the inputs of principal, heads of departments, section in charges and senior faculty members developed the strategic plan. The plan is aligned with the institute's vision, mission, and goals and capable of guiding strategic decisions and action plans.

Strategic plan is an important tool for a college to manage itself effectively because it:

- provides a framework for effectiveness and sense of direction
- outlines the goals and measurable targets
- is useful for guiding day-to-day actions
- helps in evaluating progress and changing approaches when moving forward

It is an iterative process at both the stages, i.e., while framing and when implementing as well, as shown in Figure 1.



Figure 1. Strategic plan cycle

The plan is developed to establish deep roots that provide firm foundation for the constant up-gradation of the institution, as well as to energize the drive of experimentation and innovation, keeping the focus on Institution vision and mission. The strategic plan sets out a framework of priorities for the Institution.



Figure 1.2: The effective strategic plan process

The first step in the implementation process is the evaluation of the strategic plan. The plan must be reviewed carefully, and any elements of the plan that might be especially challenging must be highlighted, e.g., any part of the plan that might be unrealistic or excessive in cost, either in terms of time or money.

Deployment of teams, with assigned team leaders, is necessary to implement the plan. Monitoring progress with a close watch on the collective efforts and timelines will lead the team towards accomplishments. At the same time, fine-tuning may be applied to the strategy, if required.

Stake Holders' Expectations

Management:

- Global Brand
- Sustainability
- Good Governance
- University Status
- Social Responsibility

Leadership Team:

- NEC ranking with in top 100 in India
- NEC ranking with in top 5 in Andhra Pradesh
- Competent Faculty
- Internal Revenue growth for sustainability
- Industry oriented /continuing education programmes
- Bench marking through Accreditation

Faculty & Staff:

- Good academic & working ambience
- Career growth, Research facilities & incentives
- Academic independence with accountability
- Transparency and uniform processes

Students:

- Good academic & research ambience
- Support for co-curricular & Extracurricular activities
- State of the art infrastructure
- Experiential learning & Opportunity for talent exposure
- International learning at affordable cost
- Quality Placement, career guidance and entrepreneurial opportunities

Parents:

- Branding
- Quality teaching- learning
- Disciplined students
- Good placements

Industry:

- Industry ready professionals with proper attitude
- Strong fundamentals
- Strong Industry-Institution interaction
- Collaborative research, consultancy
- Brand and accreditations of the institute

Society & Others:

- Graduates with Moral, Ethical and Responsible citizenship

- Social service activities by the institution
- Skill development for needy
- Resource centre for other institutions Consultancy and Continuing education Programs.

1.3 Environmental Assessment and Analysis

Economic Factors are analysed, GDP is at 7.7 % for 2020-2021, with new government in place, GDP is likely to grow to more than 12%. Huge opportunities may come up in terms of placement, Higher Education, research and innovation. This will have a positive impact for the institutes providing quality education and research.

Social Factors were analysed and the parent community and society are encouraging their wards and looking for placements but not on real education which will enhance knowledge. This trend may pose grave dangers in the years to come. Placement should be one of the goals in students mind but not the only goal, this trend will bring down the curtains on innovation and entrepreneurship.

Technological Factors were discussed and the extensive use of technology in teaching-learning need to be a key enabler in higher education. Emerging technologies and need for training faculty to face these challenges. E-learning /online learning/online examination may replace traditional class room teaching-learning practice. The faculty need to change their pedagogical skills to match these challenges.

Political Factors at the state & centre are not favouring faculty in research facilitation for those working in private institutions. Also there is no clarity on admission policy and fee structure from government which could be a challenge. Higher education is getting a big priority from political decision making. National Skill Development is the need of the hour and funding with a specific focus on building skill inventory needs to be strategically planned.

Regulatory Factors are of concern as NEC though being autonomous is plagued by several unscheduled inspections, the slow pace of Accreditation is also a worrying factor though NEC is the most preferred institute to pursue technical education.

Entering of Foreign Universities may pose a great challenge in the years to come in the form of competition. No immediate challenges seen for NEC. However, faculty retention and need to look into curriculum reforms to keep pace with flexible system of foreign universities needs an immediate looking in.

Market /Competition Factors are posing some challenges as many Deemed /Private state universities- Industry lead universities are getting started in many states. Infrastructure and

funding may not be a differentiator any more. Quality teaching, research, ambience and placements could be critical factors. There needs to be a serious thought on incentives for performers for this a consensus has to be arrived at. An internal IQAC will take care with external experts.

1.4 Competitive Analysis and Benchmarking

Benchmarking

It is the continuous action of comparing a process, a product or a service with a similar activity, known as being the best in that field, with the purpose of establishing ambitious but real improvement objectives and actions so as to become and keep the number one position among the best within a reasonable period of time.



We did a benchmarking exercise with regards S R K R Engineering College, GMRIT, RVR JC college of Engineering with respect to student strength; faculty-student ratio; research outcome; and rankings. This exercise provided us insights into our strengths and weaknesses.

1.5 SWOC Analysis

The more commonly used practice in strategic planning is to do SWOC analysis. However, for the educational institutions, threat is to be considered as challenge, and hence SWOC analysis stands for: Strengths, Weaknesses, Opportunities and Challenges. It is a simple analysis system designed to check the strategic position of a particular university in its field of operation, and because of its methodological simplicity.

Strengths

- Good Brand
- Committed Visionary Management
- Autonomous
- Best Faculty
- Decades of Expertise
- Good Placement
- Good Campus & Infrastructure
- Recognized Research Centre
- Rural location giving very good ambience for studies.



Weaknesses

- Geographical disadvantage to attract excellent staff and students
- Student's intake from poor socio-economic background with low entry level scores and poor language competence
- No control over selection of students
- Located far away from industries
- IPR and Patents
- Alumni engagement with the college.

**Opportunities**

- New courses in Engineering
- Continual education with industries
- Innovative learning and teaching
- Global Initiatives
- Use of latest technology (ICT)
- Collaborative Research & Development activities with industries
- Developing more centers of excellence.
- Consultancy opportunities
- University status

**Challenges**

- New emerging technologies
- Training 'Generation Z' for 'Industry 4.0'
- Competition-Admission of Quality Students
- Faculty retention.
- Continuation of Industry Recession
- Too many private Universities getting started.



1.6 Positioning Analysis

Analysis of the present position of the college is to be done based on various rankings. We intend to emerge as the top ranked college in Andhra Pradesh. We strive to emerge among the top five state colleges and among top 100 colleges in India.

1.7 Strategic Goals

Considering the vision mission quality policy core values SWOC analysis, following strategic goals were finalized by the members of the IQAC committee to improve the quality and quantity of research, holistic development of students, engagement with industry and alumni, and enhance the student experience.



Short Term Goals

- Quality assurance and endurance through Accreditation NBA and NAAC
- Academic excellence by achieving by 100% pass in examinations
- Encouraging students' participation in co-curricular, and extracurricular activities
- Honing life skills of the students
- To conduct add-on programs relevant to Industry
- Organizing programs on entrepreneurship
- Arranging 100% placement for students
- To start new UG/PG programs in emerging areas thus improving the potential of employability among student.

Long Term Goals

- To attain the status of Center of Excellence in Technical Education and Research
- To be ranked at top in the list of NIRF Technical institutions in India
- To offer viable programs of relevance for upliftment of rural students and populace
- To integrate the academics and R&D programmes by forging alliances with research organizations, government entities, industries and alumni.

1.8 Strategies, Targets and Implementation Plan

- Effective teaching and learning process
- Student and faculty development and participation
- Accreditation from statutory bodies
- Internal quality Assurance System
- Research and Development Work
- Social Engagement and Community
- Industrial and Alumni Interaction
- Physical Infrastructure and facilities
- Placement and Training
- Entrepreneurship Incubation centres and start-ups

1.9 Strategic Planning and Deployment

Strategic Plan	Deployment
<p>Effective teaching and learning process</p> <p>To sustain in the current competitive environment, it is immensely important to impart high-quality education. Thus, it is essential to bring rigor to academic processes. The first step towards the same is to strengthen the planning of academic and administrative activities throughout the academic year. Institute has a well-planned teaching-learning process and has a robust methodology for rolling out the process. The institute believes in quality teaching. Content delivery and dissemination methods are continuously updated to make teaching-learning more prolific</p>	<ul style="list-style-type: none"> • Adopting innovative teaching methods • Content delivery- traditional teaching methods be supplemented with lecture management through digital platform methods (e-content / e assignments/ ppts etc.) • Encouraging e-learning • Developing Interactive learning by using videos, presentations, software and labs • Implementing Project based learning • Regular feedbacks from the students • Enhancing overall personality and confidence of student • Providing career and personal mentoring and counselling to students • Continuous assessment by the multiple layers of hierarchy • Establishing virtual labs and latest technology trends in department • Additional content on Institute’s E-learning Portal and encouragement of MOOCs and NPTEL
<p>Student and faculty development and participation</p>	<ul style="list-style-type: none"> • Training sessions and Guest lectures on confidence building, motivation and life skills for students and faculties • Formation of department forums and student’s committee • Organizing various competitions and social events at institute and departmental level for encouraging participation by students and faculties • Rewarding the best performers and achievers in academics and in co-curricular activities.

	<ul style="list-style-type: none"> • Developing facilities for recreation • Establishing Research and Innovation cell
Accreditation from statutory bodies	<ul style="list-style-type: none"> • Formulation of plans by top management and IQAC committee • Resource and funds planning • Constituting committees • Inspection of the available institute and departmental data • Creating and organizing all the required institutional and departmental data • NBA and NAAC accreditation with good grade • NIRF Ranking
Internal Quality Assurance System	<ul style="list-style-type: none"> • Reviewing and updating IQAC plans and policy • Reframing of IQAC members and coordinator • Framing vision and mission department wise for quality working • Regular evaluation IQAC activities by the top management Developing effective IQAC initiatives for the quality improvement of the institute • Initiating quality related suggestions from staff, faculties, students, alumni, employers and management • Identifying the changing trends in the global education sector and implementing the required
Research and Development Work	<ul style="list-style-type: none"> • Funds raising projects and proposals for the research work • Apply for various governmental schemes for funds and grants • Creating a dedicated Research and Development cell

	<ul style="list-style-type: none"> • Conducting seminars/ conferences on recent and upcoming trends and technology Providing effective and updated Research facilities • Identifying and listing various schemes and policies of the government and educational bodies.
<p>Social engagement and Community service</p> <p>The institute expects that such engagements are required to build the perspective and to create the awareness among faculty and students about the needs and issues of the society.</p>	<ul style="list-style-type: none"> • Resource and funds analysing for the social and community activity • Analysing the social and community requirements in the surrounding rural areas • Promoting and sponsoring educational awareness • Initiating the NSS and departments to design and organize community development drives and events • Encouraging students to participate in social and community activities Organizing various social activities in college • Conducting student’s visits to ashrams, old age and orphanage homes
<p>Industrial and Alumni Interaction</p> <p>Alumni is one of the key stakeholders of the institute. The feedback received from the alumni is vital for the progression and growth of the Institute. Institute has Alumni committee in place to manage alumni interactions.</p>	<ul style="list-style-type: none"> • Dedicated faculties and organized activities for alumni interaction building • Establishing dedicated Alumni cell • Generating and maintain the database of all alumni and industrial contacts • Recognition of successful alumni • Engaging faculties and students with alumni and experienced industrial persons by inviting them for guest sessions • Focusing on developing professional relations, generating sponsorships and signing MoUs with the industries • Supports for internships, visits, training and guest seminars

	<ul style="list-style-type: none"> • To start alumni chapters in prominent places where most of our alumni are employed or doing business • To create an eco-system for alumni to give back to the Institution in cash or kind • Increase social media presence of URCET in Facebook, LinkedIn, Instagram and Youtube.
Physical infrastructure and facility	<ul style="list-style-type: none"> • Enhancing the classrooms and laboratories • Planning and analysing the requirement of facilities • Establishment of e-learning and virtual labs • Establishing various cells for dedicated purpose • Enhancing basic amenities of the college • Upgradation of departments and library • Improving safety and security management • Adopting efficient and economical sources for power, water and waste management • Dedicated staff for infrastructure maintenance and regular audit of the facilities
Placements, Internships & Career Guidance	<ul style="list-style-type: none"> • Supports for internships, visits, training, guest seminars, Career guidance Dedicated team • Modernization of infrastructure (interview & conference rooms) • Video recording of mock up interviews of students and feedback • Awareness programmes • Company specific training programmes
Entrepreneurship and Incubation	<ul style="list-style-type: none"> • Establishment of dedicated EDP cell • Identification of emerging areas of entrepreneurship • To identify students who are possessing entrepreneurial interests

	<ul style="list-style-type: none">• To organize special awareness and training for students in developing the requisite skill set for entrepreneurship with the participation of successful entrepreneurs• To arrange for interactions of students with Angel investors and other financial entities for prospective funding for their ideas• Gap year concept• To establish incubation centers in specialized areas of Engineering• To encourage students and faculty to establish research and development start-ups on campus
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1.10 Monitoring and Alignment: Structure and Systems

Monitoring of plan implementation will be done institute level. The plan will be implemented and closely monitored by a core team that will meet in three months and review the progress. Besides, the Institutional Committee will hold review meetings on a monthly basis and will facilitate the proper implementation of the strategic plan.

1.11 Conclusion

The Strategic Development Plan (SDP) is an outcome of management commitment, institute leadership commitment, steering committee's detailed deliberations with all the stake holders. This collective wisdom ensures participation, ownership of the plan among all the stake holders. The institutional strategic goals have strategies: strategies have sub strategies with detailed implementation plan to ensure success and sustainability over a period of time. The execution and operational implementation is monitored by stringent evaluation standards and speaks the quality of the strategy itself. The caveat is strategy itself can do nothing but its implementation holds the key. The strategy is not static document but dynamic due to continuous changing environment and it is an ongoing process to evolve as per the necessity.

The strategic plan is an effort to sketch down a pathway for the development and accomplishing the goals of the institute. The framework is designed for conveying the goals of the institute for upcoming years. The proper implementation of strategic and regular evaluation will be carried out through team work with good spirit to lead success and sustainability over the time.

- Goal 1: Effective teaching and learning process**
- Goal 2: Student and faculty development and participation**
- Goal 3: Accreditation from statutory bodies**
- Goal 4: Internal Quality Assurance System**
- Goal 5: Research and Development Work**
- Goal 6: Social engagement and Community service**
- Goal 7: Industrial and Alumni Interaction**
- Goal 8: Physical infrastructure and facility**
- Goal 9: Placement and Training**
- Goal 10: Entrepreneurship**
- Goal 11: Incubation centres and start-ups**



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