

STRATEGIC PLAN - 2023 - 28



R.V.R. & J.C. COLLEGE OF ENGINEERING

(Autonomous)

NAAC A+ Grade and ISO 9001 : 2015 Certified

Approved by AICTE :: Affiliated to Acharya Nagarjuna University :: Permitted by Govt. of A.P.,
Accredited by NBA: B.Tech. – CSE, INF, EEE, MEC & ChE from 2024-25 to 2026-27; CIV & ECE from 2022-23 to 2024-25
(Sponsored by Nagarjuna Education Society), Chandramoulipuram, Chowdavaram, Guntur-522019, A.P. India
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STRATEGIC PLAN (for the academic years 2023-28)

The institution has a Strong Strategic Plan aiming at the following clearly formulated objectives:

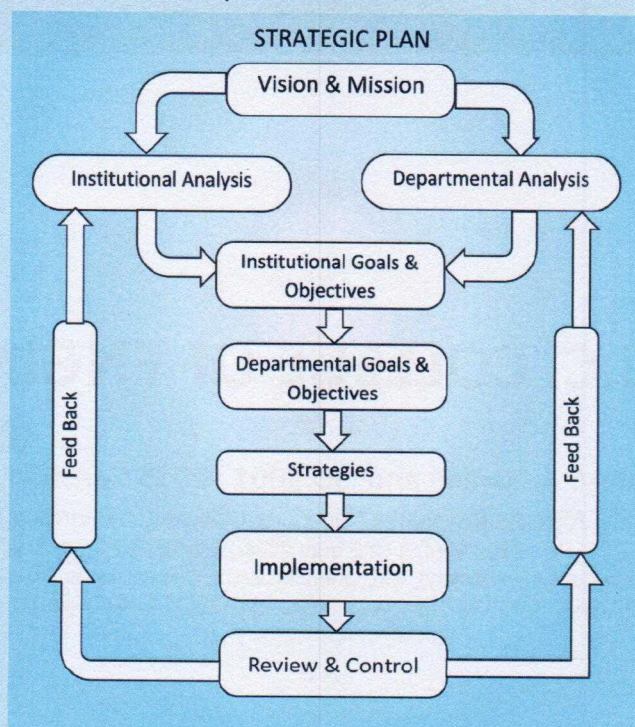
- 1) Achieving Academic excellence by curriculum design.
- 2) Exploration of Knowledge through Innovation and Research providing inclusiveness to societal needs.
- 3) Improving all round Personality of the students with Global Vision & Social responsibility.
- 4) Establishing Centre of Excellence at each department
- 5) Student Development including physical and emotional health and well-being.
- 6) Excellence in Research, Innovation and Creativity for high impact.
- 7) Enhancement of quality of staff for outstanding performance.
- 8) Enhancing relations with industry, alumni and society.
- 9) Enhancing employability and promote entrepreneurial initiatives.
- 10) Committing to all aspects of social, economic and environmental sustainability.
- 11) Ensuring excellence in Organizational Leadership and governance.

The plan is deployed through regular plan of actions, day-to-day-activities, resource-allocation and involving all stakeholders at various levels. Performance, quality indexes measured from time to time, provide clarity in achieving strategic-plan.

The Institute has IQAC to review the progress of implementation of Strategic Plan and Policies of the Institute and take corrective action to achieve long term goals. The perspective plan is developed keeping in mind the vision, mission and objectives of the institution.

The strategic plan is developed for every five years, which is reviewed every year before finalizing the annual plan for next academic session. A few long term and short term goals, set for the development of the institute.

The Strategic Plan ensures that the set targets are achieved through accountability process, comprising of review, evaluation, reporting and re-planning. The Perspective Plan for the development of the institute is presented below:



The Genesis & Growth :

THE INSTITUTION Established in 1985, Rayapati Venkata Ranga Rao & Jagarlamudi Chandramouli College of Engineering, Guntur is the 'Jewel in the Crown' of Nagarjuna Education Society (estd. In 1967), which took upon itself the responsibility of enriching the society through promotion of education, literature and culture. The Society maintains seven educational institutions offering education from KG to PG (1) Arts & Science College (2) CBSE English medium High school (3) B.Ed., College (4) Law College (5) Pharmacy College (6) Nursing College and (7) Engineering College – RVR & JC College of Engineering started in 1985. The Vision: To develop integrated manpower with right attitude, possessing knowledge and skills, required to make an honourable living and contribute to the socio, economic development and welfare of the society.

Like all great institutions, the College too had a humble beginning with just 180 intake and a barely adequate infrastructure in 1985. It is the determination and commitment of the Management that made the College one of the largest among Engineering Institutions in South India with excellent infrastructure, facilities and competent human resources. Today, it offers 11 B.Tech., Degree Courses with an intake of 1620 plus 10% on first year B.Tech., intake through lateral entry into II Year for Diploma Holders. Further, the College offers BBA with 60 intake; MBA, MCA and M.Tech in six specializations with an intake of 216. The total intake is 1896. In 1998 it has become the youngest College to have been accredited and as on date all the eligible B.Tech. Degree Courses have been accredited in 2002, 2007, 2012, 2017, 2021, 2022 and 2024. It is the first Engineering College in the state to have been accredited SEVENTH time by N.B.A., New Delhi. In 2014, the Institution was accredited by NAAC with 'A' Grade for FIVE Years by getting 3.19 CGPA and in 2021 re-accredited with A+ Grade for FIVE Years by getting 3.30 CGPA. The institution was listed on NIRF-2017 rankings between 151-200 in overall and Engineering categories; NIRF-2018 rankings between 151-200 in Engineering category; 2020, 2021, 2022 between 201-250 and 2024 between 201-300 rankings in Engineering category. It has also figured repeatedly among the "Top-100" Engineering Colleges in independent surveys conducted every year by the popular magazines the "OUTLOOK", The Week, Times of India, Data Quest, Education World etc. Institution was listed in EXCELLENT band in ARIIA-2022 Rankings. The College received Best Laboratory Award, Eco Friendly Campus and First Prize for Best Performing Professional UG College in University Examination Results from ANU. The College was presented with prestigious Indira Gandhi NSS Award 2013-14 for Best NSS Unit from Hon'ble President of India. The Campus: A built up area of 91,579 sq.m., on about 60 acres plot houses 51 Core Laboratories and 28 Computer Centres, 8 Research Labs, besides amenities like Canteen, Seminar Halls, Auditorium, Open Air Theatre, Gymnasium, e-classrooms and Conference Halls etc., to make life in the classroom and outside easy and comfortable. Continuous power supply is provided from 200 KVA, 250 KVA and 500 KVA modern Generator sets. Union Bank of India branch is located in the campus. The aesthetically designed structures, the hill slopes on the West, a well laid out campus dotted with roads, trees and gardens merge into a stunning landscape that inspires the minds to "Think Better, Work Better". Research & Innovation: The Research wing of RVR & JCCE is strong with good facilities. Each department has separate research centre approved by ANU. Many Professors and Associate Professors of the College are acting as Research supervisors for various Universities. The college has received Rs.12.50 crores from AICTE, UGC, DST etc., and various Industries towards Projects etc. The Department of Science & Technology, Govt. of India has sanctioned a Project worth Rs.4.995 Crores to establish i-TBI (Technology Business Incubation) in the College Campus during the year 2023. EMD Cell is also available in the College. The Remote Centre sanctioned by IIT, Bombay for conducting Workshops as a part of Technology Transfer. Each department is having individual Incubation Centers to promote innovative ideas of the students. Various industries

are supporting the Incubation Centres with Rs.one crore to develop various products. Skill Development Centres: Andhra Pradesh State Skill Development Corporation (APSSDC) has established Six Skill Development Centres in our institution to train students. These facilities are also extended to the students other nearby Technical Institutions. Dassault Systems has established 3D studio Lab to train the Mechanical Engineering students on latest modules and Certification programmes were also introduced in our campus, which enables the students to industry viable. ARC Lab was established in collaboration with APSSDC and European Centre for Mechatronics, Germany to facilitate students to train on robotics.

Institute vision:

To develop integrated manpower with right attitude, possessing knowledge and skills, required to make an honourable living and contribute to the socioeconomic development and welfare of the society.

Institute mission:

To produce globally agile graduates with value orientation, professional competency, critical and creative thinking and lifelong learning.

To enrich the society through education and research by generating proficient manpower, capable of contributing to the needs of the industry.

To provide conducive learning environment, encompassing knowledge, communication and soft skills that enables the students to transform themselves into global leaders.

Quality Policy:

To pursue standards in all endeavours, with a holistic educational motive of continuous monitoring, evaluation and improvement, aiming at the total satisfaction of the stakeholders.

Quality Objectives:

Maintaining state-of-the art infrastructure and congenial learning environment

Enhancing the competencies of faculty by making them adaptable to all modern and innovative methods in teaching-learning process

Promoting research and development programme for the growth of economy

Ensuring continuous improvement of Quality Management Systems to meet the needs and requirements of all its stakeholders

Values and Core Principles:

The culture of an institution is a shared system of values, beliefs and attitudes that shapes and enhances behaviour. "The culture is determined through the organization from top to bottom and we must live our values to continuously improve." We define our culture broadly by six operating Core Principles that guide us.

1. Student Focus - The primary focus is not only to educate the students but to inspire them to become innovative and contribute to the society.
2. Strengthen Faculty and Staff - The faculty inspire us and direct all we do academically. "The staff deliver the administrative services and partner with the faculty". Newer inputs have to be added continuously to the capabilities of people.
3. Foster Leadership and ethical decision making - Leadership and ethical decision making are essential for the growth of the organization and individual.
4. Committed to accountability and excellence - If we are to remain relevant and attract the best of the students and faculty, the culture of excellence shall pervade the whole institution both in academic and administrative areas.

5. Focus on Resource Management - The financial well-being of an institution is critical for its success. "We embrace responsibility-centred Management for improving our financial strength".
6. Heighten Reputation - All the units of the institution will gain in many ways through reputation and it is everyone's endeavour to add to the reputation.
7. While our strategy for action may not directly reflect our core principles, they invariably go into our basic planning & development processes.

It is our endeavour to improve continuously, with the suggestions of our academia, public, Alumni and students, without abandoning our culture and core principles.

LONG TERM GOALS :

LG 1. Academic Excellence:

- Enhance curriculum to align with global industry standards and emerging technologies (AI, IoT, Robotics, Green Energy, Smart Infrastructure etc.)
- Introduce interdisciplinary programs and minors in collaboration with other departments (e.g., AI + Healthcare, Sustainability + Engineering).
- Achieve accreditation from global bodies like ABET, NBA, and others.
- Increase the percentage of faculty with PhDs to 90% by 2028.
- Implement outcome based education (OBE) and continuous assessment mechanisms.
- Enhancing the institution into a full-fledged University.

LG 2. Digital Transformation & Smart Campus :

- Upgrade all classrooms to smart classrooms with digital learning resources.
- Implement a robust Learning Management System (LMS) for blended learning.
- Develop an AI-powered student and faculty performance tracking system.

LG3. Student Development & Well-being

- Implement a structured mentorship and career guidance program for all students.
- Establish a dedicated Entrepreneurship and Innovation Hub.
- Organize at least 10 national and international level cultural, technical, and sports events.

LG 4. Research and Innovation Ecosystem

- Establish new research centers focused on emerging areas (e.g., Quantum Computing, Smart Cities)
- Increase research funding by 10% annually through government grants, industry partnerships, and international collaborations.
- Publish 500+ high impact research papers in Scopus indexed journals by 2028.
- File 50+ patents and promote commercialization of research outcomes.
- Foster a culture of innovation by organizing annual hackathons, innovation challenges, and start up incubators.

LG 5. Industry Collaboration and Employability :

- Partner with 50+ leading industries for internships, live projects, and placements.
- Achieve 100% placement for eligible students with highest salary packages and an average salary increase of 15% annually.
- Introduce industry certified courses and training programs in collaboration with tech giants (e.g., Google, Microsoft, Siemens).
- Develop an Alumni Engagement Program to leverage alumni networks for mentorship and placements.

LG 6. Global Outreach and Collaboration :

- Establish MoUs with 2+ international universities for student/faculty exchange programs and joint research.
- Attract international students.
- Organize international conferences and workshops to promote global visibility.
- Offer dual degree programs in collaboration with foreign universities.
- Attract international faculty and researchers to enhance diversity and global perspectives.

LG 7. Infrastructure and Sustainability :

- Develop a state-of-the-art campus with smart classrooms, advanced labs, and innovation hubs.
- Transition to a green campus by adopting renewable energy sources (solar, wind) and achieving carbon neutrality by 2028.
- Upgrade IT infrastructure to support online learning, virtual labs, and AI driven administrative systems.
- Reduce water and energy consumption through conservation initiatives.

LG 8. Student Development and Leadership :

- Introduce leadership and soft skills training programs to enhance employability and holistic development.
- Establish mentorship programs pairing students with industry experts and alumni.
- Promote extracurricular activities, clubs, and societies to foster creativity and teamwork.
- Provide scholarships and financial aid to 20% of students to ensure inclusivity.
- Organize annual career fairs, entrepreneurship summits, and leadership conclaves.

LG 9. Community Engagement and Social Responsibility

- Launch outreach programs to support underprivileged communities through skill development and education.
- Collaborate with NGOs and government bodies to address societal challenges (e.g., clean water, affordable housing).
- Encourage students and faculty to participate in community service and social innovation projects.
- Develop courses and workshops focused on ethics, sustainability, and social responsibility.

SHORT-TERM GOALS :

To align with the Strategic Plan 2023-28, the following short-range goals are designed to achieve measurable progress in academic excellence, research, industry collaboration, infrastructure, and student development over the next two years (2025-27).

SG 1. Academic Excellence :

Redesign 20% of the curriculum to incorporate emerging technologies (AI, IoT, Robotics, Green Energy, Smart Infrastructure and interdisciplinary approaches.

Achieve accreditation for 50% of programs by 2027 (e.g., NBA, ABET).

- Increase the percentage of faculty with PhDs to 70% by 2027.
- Implement outcome-based education (OBE) across all programs.
- Introduce new interdisciplinary programs or minors

SG 2. Research and Innovation Ecosystem :

- Establish new research centers focused on emerging areas (e.g., Quantum Computing, Smart Cities).
- Increase research funding by 10% annually through grants, industry partnerships, and international collaborations.
- Publish 300+ high-impact research papers in Scopus-indexed journals by 2027.
- File 20+ patents and promote the commercialization of at least 2 research outcomes.
- Organize 2 annual hackathons, innovation challenges, and start up incubators to foster a culture of innovation.

SG 3. Industry Collaboration and Employability :

- Partner with 20+ leading industries for internships, live projects, and placements.
- Achieve 95% placement for eligible students with an average salary increase of 10% annually.
- Introduce 5 industry-certified courses in collaboration with tech giants (e.g., Google, Microsoft, Siemens).
- Develop an Alumni Engagement Program to leverage alumni networks for mentorship and placements.

SG 4. Global Outreach and Collaboration :

- Sign MoUs with an international university for student/faculty exchange programs and joint research.
- Organize 1 international conference and 2 workshops annually to promote global visibility.
- Initiate discussions for dual-degree programs with foreign universities.
- Attract international faculty members to enhance diversity and global perspectives.

SG 5. Infrastructure and Sustainability :

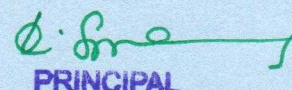
- Develop 2 state-of-the-art smart classrooms and an advanced lab by 2027.
- Transition 30% of campus energy usage to renewable sources (solar).
- Upgrade IT infrastructure to support online learning, virtual labs, and AI-driven administrative systems.
- Expand the library with access to e-books and global journals.
- Create recreational and wellness facilities (e.g., gym, meditation center) for students and faculty.

SG 6. Student Development and Leadership

- Introduce leadership and soft skills training programs for 100% of students.
- Establish a mentorship program pairing 50% of students with industry experts and alumni.
- Promote extracurricular activities by supporting student clubs and societies.
- Provide scholarships and financial aid to students.
- Organize annual career fairs and 1 entrepreneurship summit.

SG 7. Community Engagement and Social Responsibility :

- Launch 2 outreach programs to support underprivileged communities through skill development and education.
- Collaborate with 2 NGOs and government bodies to address societal challenges.
- Encourage community service by students and faculty annually.
- Develop courses or organize workshops focused on ethics, sustainability, and social responsibility.



PRINCIPAL

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