STRATEGIC PLAN

2022-2023

Founder

Late Sri.Bonam Venkata Chalamayya

*"WORK THROUGH YOUR LIFE, THE RESULTS
PROSPER YOU"*

The BVC Educational Society (BVCES) was founded by Sri. Bonam Venkata Chalamayya, A visionary, who understood that the success of the country, its wealth and welfare, will depend on the nation's assets such as ideas and skills of its population. The world is becoming increasingly technological and the value of national assets will be determined by the effectiveness of science, technology, engineering and mathematics education. That gave birth to BVC educational society in 1992 and emergence of its Second engineering college, BONAM VENKATA CHALAMAYYA INSTITUTE OF TECHNOLOGY & SCIENCE, AMALAPURAM, East Godavari district, Andhra Pradesh in 2002.

Despite innumerable difficulties and insurmountable obstacles he had faced, he didn't budge from his firm determination to realize his vision and accomplish success while making significant contribution towards development of country in building assets.

Preface

An Engineering Education 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 stake holders (Management, Leadership, HODs, Faculty, Staff, Industry, Students and Parents). 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 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 the 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 out comes are discussed and approved by the Governing Body (GB). As a good practice, inputs are drawn from stake holders through active participation .The SDP will stream line the processes and progress of the institution.

Strategic Development Process

The Chairman, Secretary 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 2015-2020 for the institution. The institution leadership team was facilitated with a two days workshop on 'strategic development leadership for excellence'. 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 and core values for BVCITS. Environment scanning was done keeping vision in mind. The team also discussed about Institutes strategic High Level Goals (HLG) to be achieved by 2020.

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 work out through their respective Vision, Mission and short in achieving, mid & long term Goals. The implementation plan for the departments also reflects 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 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 BOG and after its detailed review; the suggestions were incorporated towards its effective implementation. This comprehensive planforms the guiding plan for the years 2022-2023

INSTITUTE VISION

- To be center of excellence in Education and Research, Producing Global Leaders InScience, Technology And Management.

INSTITUTE MISSION

- To develop high quality technical education and personnel with sound technical and managerial skills, Innovative Research capabilities and exemplary professional conduct to lead and use technology for the progress of mankind with the highest ethical values as their inner strength.

QUALITY POLICY

- **Bonam Venkata Chalamayya Institute of Technology and Science** imparts quality education by adopting the system of quality assurance enabling continued improvements in the teaching learning processes to enhance students' skills and talents for their exemplary contribution to the Society, the Nation and the World.

INSTITUTE CORE VALUES

- Core values Provide the foundation for all the Academic, Student and Societal Programs and activities. The stated core values support the Mission of Bonam Venkata Chalamayya Institute of Technology and Science.

- **Being The Best :-**

  We aimed at making the students become self –educating and Self sustaining and selfmotivating.

- **Value Creation in Education:-**

  We Provide Education with Innovative Spirit with our diverse learning environment tobroaden understanding of different Strategic Approaches.

- **Creative Education:-**

  We inculcate Creative education to bring out the imaginative skill and critical thinking of the students to create new ideas where they can take viable risks to become independent andresilient.

- **Innovation and best Practices:-**

  We serve to enhance Quality and impart value Based education to tap the inherent skills ofthe students.

- **Team Work:-**

  we mould the students to learn in a team Environment so that they will have teamwork skillwhen they enter the workforce .

- **Self Reliance :-**

  We educate the students to nurture the qualities of self-reliance and entrepreneurship innational development.

Profile of the College

Bonam Venkata Chalamayya institute of technology and sciences (BVCITS), Amalapuram was established in the year 2002, pioneered by a great philanthropist Late Sri **Bonam Venkata Chalamayya**, Founder President of B V C Educational Society, whose vision came true with inception of the first private engineering institution in East Godavari District ,is an emerging centre for excellence in Engineering education, renowned for its energetic, experienced and dedicated faculty, thriving students, state of the art infrastructure and very good placement record. The management encourages the students and the faculty to "**Dare to Dream** and **Strive to Achieve**". The institute is indeed "**dream come true**" for many aspiring youngsters from rural areas of East Godavari District and Andhra Pradesh. The institute is also admitting students from other states of India. The employees of the institute work in the spirit of founder chairman and follow his philosophy *"Work through your life, The results prosper you"*.

BVCITS is located in a sprawling campus of 25.94 acres of enormous Campus, free from pollution bounded by gorgeous countryside and located amongst lush green scenic beauty with pleasant, calm, serene ambience of environment which is conducive for the study of professional courses and personality development with a functional area of 23456.75 sq.m. The zeal in promoting technical education for rural literacy and continuous good results of this institution fetched an overwhelming response from aspirants of engineering education. The institution is affiliated to Jawaharlal Nehru Technological University Kakinada.

The institution offers undergraduate and post graduate programmes - B. Tech., in **Five** branches, M.Tech., in Four specializations and MCA , MBA. The institution has received NBA accreditation for Computer science and Engineering, Electrical & Electronics Engineering and Electronics & Communication Engineering branches in 2014. The institution was also accredited by NAAC with "B" grade in 2015 for five years. Above all, the institution is bestowed with the abundant trust of its students and their parents which resulted in phenomenal increase in UG intake of the students from 180 to 480.

This college was established with a total intake of 180 in CSE, EEE and ECE Branches of B. Tech courses in 2002. Keeping in view of the demand for quality education with credibility and employment prospects as aspired by the parents and students seeking engineering education, the college has registered a phenomenal growth with additional branches and intake in both UG & PG programmes. The present intake strength at first year level is 480 in B. Tech , 72 in M. Tech , 120 in MCA and 120 in MBA.

APPROVAL, AFFILIATION & COURSES OFFERED

The institute is approved by
ALL INDIA COUNCIL FOR TECHNICAL EDUCATION (AICTE) NEW DELHI with Extension of Approval (EoA).

The institute is affiliated to
JAWAHARLAL NEHRU TECHNOLOGICALCAL UNIVERSITY KAKINADA, KAKINADA.

The College offers the following courses, extending over a period of four years, leading to BachelorDegree in Technology, and also a two year P.G. courses leading to M. Tech.

U.G Courses: B. Tech.

1. Civil Engineering   60
2. CSE(Artificial Intelligence and Data Science   60
3. Artificial Intelligence and Machine Learning   60
4. Electrical and Electronics Engineering   60
5. Electronics and Communication Engineering   120
6. Computer Science and Engineering   120

P.G Courses: M. Tech.

1. Computer Science & Engineering   9
2. VLSI- Very Large Scale Integrated Systems   18
3. MCA- Master of Computer Applications   120
4. MBA- Master of Business Administration   60

SWOC Analysis

The SWOC analysis of the institution

Institutional Strength:-

- NBA accreditation to 03 UG Engineering programmes B.Tech – CSE,ECE & EEE in 2014.
- Students have representation on academic and administrative bodies.
- Participative work culture.
- Low students' dropout rate.
- INFLIBNET / IUC facility is available.
- Experienced and competent faculty with good retention ratio.
- Abundant trust of parents, alumni and Employers.
- Visionary management team
- Innovative teaching – learning practices
- Student Counseling and Guidance system
- Exclusive Training Department and Excellent Placement record
- Industry specific and-on training programmes
- State of the art Infrastructure
- Strong brand image in Andhra Pradesh
- Exclusive Industry Interface and Corporate Alliances
- Well settled alumni all over the globe
- Conduction of extensional activities through Red Cross, NSS..

Institutional Weaknesses:-

- Non-utilization of Consultancy policy by faculty.
- Ph.D. holders are less in number.
- No residential facility for Faculty and staff.
- Non availability of formal faculty performance index.
- Inadequate quality publications.
- Limited sponsored funds for Research and Development
- Association with eminent research centers requires a boost
- Unable to secure TEQIP grants
- Consultancy has to pick up
- Financial limitations for rapid progress, being an un-aided institution

Institutional Opportunities:-

- To become Institute of excellence.
- To undertake R&D projects with funding from Government and Private Sectors.
- To undertake consultancy assignments.
- To improve employability of the students.
- Scope for introduction of revenue generating short term self financed courses.
- Strong brand image in Andhra Pradesh to be extended at National & International

level
- Government's support for economically weaker sections
- Focus on "Skill Development" at Central and State Government level
- Parents / students Aspiration towards engineering education

Institutional Challenges :-

- Maintaining intake at the approved level.
- Inculcating research culture across all the departments and disciplines.
- Increased competition and declining admission at all India level.
- To have adequate senior faculty with Ph.D.
- To establish linkages with National / International Organizations / Institutes.
- Some of the students are rural back ground who are the first generation literates in theirfamilies in some cases

- English language proficiency levels of the students
- Growing competition in nearby towns.
- Vast academic syllabus and rigid academic schedule
- Huge delay by the Government in reimbursing the tuition fee for economically and sociallyweaker sections.

Recognitions:-
- Recognized & Approved by AICTE, New Delhi.
- Member of Andhra Pradesh Information Technology and Academy (APITA) of A.P.State Government with Star Status.

- MoUs with various Organizations.
- Institutional Member of ISTE,IETE,CSI
- Student section/Chapter/Forum of IETE, CSI,IEEE
- Registered Institution for TEP – Technical Entrepreneurship Program of ISB,Hyderabad.

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Strategic Goals

BVCITS Leadership Team after brain storming the Vision, Mission, Quality Policy, Core Values, Environmental Factors and SWOC analysis arrived at the step to establish High Level Goals (HLG) which are also called Institution Strategic Goals (ISG)

Initiative /Plan	Goal
Development of Education	Development of E-Learning materials
	Collaborate with industries and MOUs
Augmentation of Infrastructural Facilities	Networking all the classrooms for effectively implementing ICT
	Promote green campus
Growth of Institution	Allocation of budget taking up in- house R&D as a measure to improve research activities
	Industry specific projects
	Sponsored R&D activities
	To improve the ratio of Ph.D qualified faculty
	To get more Recognitions

Strategy Implementation and Monitoring

Strategic development plan once approved by Governing Body the next immediate step is its implementation in true 'spirit. Strategy when being implemented, the progress shall be measured from time to time through the IQAC. SMART (specific, Measurable, Attainable, Realistic and Time bound) concept is made use of while arriving at implementation plans. All the measures of success are clearly spelt out in the implementation document and Head of the institution along with leadership team is the custodian for implementation and its success.

Implementation Plan at Institution Level

Good Governance & Administration	GB, Chairman, Members of GB
Finance Management	Finance Committee, Principal
Institution Statutory Compliance	Principal and Coordinators
Branding /Expansion	GB members, Leadership team & Public relations team
Talent Management	GB, Chairman and Principal
Infrastructure (physical)	GB, Chairman, Principal & team
Infrastructure-Academics	Principal, HODs
Teaching- Learning	Principal, HODs, Faculty and Staff
Research	Research Committee
Student affairs	Principal
Student admissions	Principal
Departmental activities	HODs and Faculty
Placement & Training	TPO and HODS

Measurable during Implementation:

Good Governance	GB selection, appointment, functioning, good governance initiatives, Management commitment, Vision-Mission reviews, Number of meetings conducted, decisions made, Committees appointment, performance, Polices implementation ,grievance Procedures, Educational ERP implementation. . etc.
Talent Management	Recruitment, Selection of faculty, staff, salary, attrition rate, benefits as per UGC/AICTE norms, Track Faculty and staff performance.
Student Intake Quality	EAMCET ranking, Students profile, Intermediate marks score

Measurable during Implementation

Student Academic Performance	Pass percentage, number of distinctions & first classes, Graduate attribute attainment levels and alumni feedback.
Placement	Number of offers made through placement department, average salaries offered, Companies visiting the campus, Number of graduates pursuing higher education, number of students becoming eligible for higher education through GRE/GATE/CAT/GMAT...etc, Public sector and other Government jobs, percentage of graduates Transformation into Entrepreneurs.
Curriculum	Curriculum review & design, Industry partnerships, Faculty training on new areas, Introduction of new courses, new courses/ electives offered in emerging areas.
Alumni	Alumni data base, number of interactions, support for internships, placements, projects, scholarships, consultancy and contribution towards infrastructure Development.
Research and Consultancy	Publications in national/international journals and conference proceedings, Patents filed, conferences & workshops organized, New MOUs signed with academic and industrial organizations, Centers of competence Established.
Physical Infrastructure	Number of buildings, class rooms added, removal of obsolescence, equipment added, annual budgetallocated & utilized.
Social Responsibility	Number of villages adopted, vocational trainingsprovided, social projects undertaken and skilldevelopment programs for marginal section of the Society.

Extra-Curricular Activities	Number of student participants, number of tournaments won, number of sports and Techno- cultural events organized, Regional, National &International Recognitions received, competitions participated.
Sources of Funding	Students – Tuition Fees, Government reimbursements, Government grants, IndustrySponsorships, Funding raised through sponsored Projects, Consultancy /Testing Services, International grants, Alumni Contribution, Philanthropy- Donors, Trust Fund income

The Committee will be formed for review from time to time. The following leadership team will monitor the time to time implementation scheme against the measurable and do prepare detailed MIS for BOG review.

- Chairman, GB
- Principal, HODs
- Professors, Faculty & Staff
- Student representatives
- Parent nominees
- Accreditation / Inspection bodies

Conclusion

BVCITS was started with humble beginnings in 2002. The institute has progressively grown and achieved many milestones. The institute has done good number of placements in spite of the economic recession in last five years. The institution is trying to obtain AUTONOMOUS status from 2023-24 academic year.

The SDP is an outcome of commitment from management, institute leadership and steering committees detailed deliberations with all the stakeholders. This collective wisdom ensures participation, ownership of the plan among all the stakeholders. The strategy is not static document but dynamic due to continue changing environment and it is a continuous ongoing process to evolve as per the necessity.

Principal

PRINCIPAL
BVC Institute of Technology & Science
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