



RAGHU ENGINEERING COLLEGE

Autonomous

(Approved by AICTE, New Delhi, Accredited by NBA (CIV, ECE, MECH, CSE), NAAC with 'A' grade & Permanently Affiliated to JNTU-GV Vizianagaram)

Dakamarri, Bheemunipatnam Mandal, Visakhapatnam Dist. – 531 162 (A.P.) Ph: +91-8922-248001, 248002 Fax: + 91-8922-248011

E-mail: principal@raghuenggcollege.com website: www.raghuenggcollege.com

INSTITUTIONAL STRATEGIC PLAN

Preamble

Over the past two decade, Raghu Engineering College (REC) has been engaged in providing Quality education for the future generations of engineers. REC was started in 2001 with four B Tech programmes (ECE, CSE, EEE and IT) with intake 240, today it has emerged as a leading institution in the state with an intake of 960 students in five (CSE, ECE, EEE, Civil and Mech) undergraduate programmes, and four M.Tech programmes (CSE, Embedded Systems, CAD-CAM, Power Electronics). With an unparalleled infrastructure and state-of-art facilities, outstanding academic results and achievements in sports, NCC (3(A) Naval unit, 2(A) Girls unit, 2(A) CTR Boys unit) and NSS (3Units) we are positioned as a college of choice for the students to weave their engineering dreams and became Autonomous institution (UGC) since 09-06-2017. Four B.Tech programmes are re-accredited by NBA in 2021 (CSE, ECE, Mech and Civil accredited) and the institution is NAAC accredited with of 3.06 on four point scale at "A" grade valid up to 31-12-2022, and recognized by UGC under 2(f), 12(B), Permanently affiliated to JNTUK, Kakinada and now one among the best engineering colleges in Andhra Pradesh. Recently JNTUK, Kakinada sanctioned four (CSE, ECE, Mechanical and EEE) research centers (for Pursuing both fulltime and part time Ph.D) to department of ECE, CSE, Mech & EEE. Our Academic excellence has been the corner stone of our reputation, our students and graduates are recognized and valued for their integrity, commitment, ethical behavior and leadership.

Its In-House training and placement department (TPC) trains the students in a distinguished methodology for both on and off campus placement activities. Career Guidance Cell (CGC) Supplements information that helps and guide the students for their future careers. Entrepreneurship Development Cell (EDC) organizes activities to turn the students into successful Entrepreneurs.

Industry Institute Interaction Cell (IIC) injects the practical exposure and congenial relationship with industry for which signed 12 MOUs with the best institutions including Companies including Infosys, TCS, Amazon, .etc.

Raghu Engineering College (REC) has progressed so fast because of the visionary patronage, committed leadership, hard work and community and Industry partnerships. These



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achievements are a testament to the fortitude of every faculty and staff member who enabled change at a pace never experienced before. The campus setting, learning environment and the vibrant community all contribute to an exceptional academic environment that gives REC much to celebrate and build upon.

Since its inception it has been encouraging the students & faculty in their academic pursuits by imparting high quality technical education and striving hard to transform this institute into one of the best technological institutions in the country.

Strategic Plan

To facilitate continued excellence and leadership in our mission, this Strategic Plan has been developed as a guide envisioning our future priorities. Aligned with the Institute's Mission, this Strategic Plan defines the objectives and strategies that will build towards the goals outlined.

Raghu Engineering College Planning and development committee (PDC) was constituted in 2017 with key Institute leaders and faculty representatives. The PDC prepared a draft strategy document with a vision, mission, goals and action items. The planning process started with a brainstorming session by a team of faculty members, focus group meetings with students, discussions in department faculty meetings and alumni inputs. The participants were grouped and completed an extensive SWOT analysis on the state-of-art of Raghu Engineering College. The PDC team developed ideas on the major goals, objectives and strategies. Suggestions and feedbacks were invited from all stakeholders: Parents, Faculty, Staff, Students, Alumni and Industry. The recommendations from all its stakeholders were consolidated as six major goals. Six groups of subcommittees reviewed the objectives and strategies and completed the draft plan. Finally, the draft plan was presented to the REC GB members, Chairman, Principal, Deans and all HoDs, Professors and faculty for feedback for fine tuning. After incorporating the suggestions and feedback, the Strategic Plan 2017-2022 has been finalized.

Our Vision, Mission and Values

Vision: Envisioning to be a world class technical institution by synergizing quality education with ethical values.

Mission:

- To enlist the services of expert faculty.



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- To encourage training and research in cutting-edge technologies.
- To develop and strengthen strategic links with the industry.
- To kindle the zeal among the students and promote their quest for academic excellence.
- To encourage extra-curricular activities along with good communication skills.

Quality Process:

Raghu Engineering College underscores ethical values along with innovative teaching through an interactive, activity-based pedagogy, establishes the best of infrastructural facilities, inculcates engineering temper among the students through the use of the latest information and communication technologies, and strives for an efficient, responsive and transparent administration in all areas.

Core Value

REC focused on Seven core values detailed below.

(i) Contributing to National Development

Contributing to National development has always been an implicit goal of REC. Serving the cause of social justice, ensuring equity, increasing access to higher education, human resource development and capacity building of individuals, to cater to the needs of the economy, society and the country as a whole, thereby, REC contributing to the development of the Nation.

(ii) Fostering Global Competencies among Students

With liberalization and globalization of economic activities, the need to develop skilled human resources of a high caliber is imperative. Therefore, REC is preparing the students to achieve core competencies, to face the global challenges successfully innovative, creative and entrepreneurial in their approach. Towards achieving this, REC established collaborations with industries, network with the neighborhood agencies/bodies and foster a closer relationship between the “world of competent-learning” and the world of skilled work”.

(iii) Inculcating a Value System among Students

Although skill development is crucial to the success of students in the job market, skills are of less value in the absence of appropriate value systems. In India, with cultural pluralities and diversities, it is essential that students imbibe the appropriate values commensurate with



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social, cultural, economic and environmental realities, at the local and national level. REC shouldering the responsibility of inculcating desirable value systems among students.

(iv) Promoting the Use of Technology & Innovation

Technological advancement and innovations in educational transactions have to be undertaken by all, to make a visible impact on academic development as well as administration. To keep pace with the developments in other spheres of human endeavor, REC has enriched the learning experiences of their students by providing them with state-of-the-art educational technologies including Information and Communication Technologies (ICT). REC established Technology Incubation Hub, and Entrepreneurship Development Cell to encourage students & Faculty for Innovation.

(v) Quest for Excellence

The Institute is committed to excellence in all spheres of its activities, and through internal and external reviews, and will work towards continuous improvement. The Institute will demonstrate excellence by our people, programmes and outcomes, as well as by the quality of decisions and actions recognized through awards and honors. This 'Quest for Excellence' started with the assessment or even earlier, by the establishment of the Internal Quality Assurance Cell (IQAC) in the campus.

(vi) Integrity

Integrity involves honesty and fairness, consistency in instruction, ethics of scholarship, freedom of inquiry, and open and truthful engagement with the community through effective communication, policies and practices. Research and Teaching shall be carried out in an environment of academic freedom and honesty. The Institute will adhere to the standards of ethics in all its activities.

(vii) Transparency

The Institute will function according to defined procedures and rules, which will be informed to all stakeholders. The Institute will put all important information related to its functioning in college Website, <https://raghuenggcollege.com/>

Strategic Goals

In order to achieve its Mission, retaining the culture and aspirations, The Raghu Engineering College has established the following GOALS:



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GOAL1: Be among the Best Technical institutions in the country in Technology.

GOAL2: Developing Excellence in Research and Consultancy.

GOAL3: Developing Excellence in Innovation, and Entrepreneurship activities.

GOAL4: Recruit, Reward and retain a community of dedicated faculty and staff.

GOAL5: To focus on overall development of the students through high quality academic programs, training, Placement co-curricular and extra-curricular activities and community outreach programs.

GOAL6: To establish and maintain facilities and infrastructure; governance and administration that achievement of the college's Vision, Mission.

GOAL 1:

Be among the Best Technical institutions in the country in Technology.

Raghu Engineering College planned to develop the next generation of Engineers, Innovators and Entrepreneurs who will attain technical competence with leadership skills. The College will continue to strive in creating lifelong learners through the active engagement and support of its stakeholders and alumni.

Objective 1.1: Improvement in Teaching, Training and Learning Facilities Strategies:

- a) Modernise and Strengthen the Laboratories as per AR20 Regulations.
- b) To increase Interdisciplinary interactions among faculty and students and outside world on the upcoming technologies and the changing needs of the society.
- c) Continuous updating of books, Learning Resources and Course specific software.
- d) Keep the Library and Digital Library Facility open to maximum time possible
- e) Encourage innovative teaching, learning and assessment methods
- f) Enhance faculty and student interaction with reputed institutions/companies through training programmes, workshops and collaborative projects
- g) Increase internships and student exchange programmes at reputed institutions and companies.

Objective 1.2: Institutional Brand building Strategies:



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- a) To be a Student centric institute, where academics is followed with utmost passion and sincerity.
- b) Improve overall student and Faculty satisfaction for word of mouth
- c) Evolve mechanisms to attract high quality students from local, national and international
- d) Ensure quality assurance through annual quality assessment
- e) Attain higher levels of achievements in co-curricular and extra – curricular activities
- f) Inspire social commitment of Faculty, staff and students through outreach activities
- g) Enhance the role of stakeholders in decision making
- h) Establish structured feedback system from stakeholders for curriculum enrichment activities
- i) Monitor the effective implementation of the strategic plan

Objective 1.3: Promote Alumni networking with students Strategies:

- a) Create a world-wide Raghu Engineering College Alumni network
- b) Attract alumni support in placements and internships for students
- c) Enhance the involvement of Alumni as Resource persons for technical workshops and invited talks.
- d) Strengthen Alumni involvement as Innovator or Entrepreneur in the campus start-up ecosystem—Technology Incubation Hub, Business Incubation Center and Entrepreneurship Development Cell.

GOAL 2:

Developing excellence in Research and Consultancy.

Our endeavors fostering innovation, Research, Consultancy, Internship programs and Entrepreneurship in the coming years will prepare students to be global citizens.

Objective 2.1: Strengthen research activities Strategies:



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- a) Increase research publications in reputed peer reviewed refereed Journals.
- b) Encourage faculty and students to organize/ attend workshops, conferences, invited talks, seminars etc.
- c) Increase the number of external and internal research projects. More focus on Sponsored Research projects.
- d) Encourage faculty and students for commercialization and patenting of Research products
- e) Continuously monitor and apply for financial aids given by central, state governments and various international organisations
- f) Become approved Research centre for all the Departments of the college by JNTUK, Kakinada and other Universities also.
- g) Develop two to four nationally recognized areas of marked distinction within the college by identifying unique research opportunities that matches our faculty's expertise, building upon the research strengths of the college and develop road maps.
- h) Establish Interdisciplinary Research Centre in the campus.

Objective 2.2: Strengthen Industry Institute Interaction Cell for consultancy and internships Strategies:

- a) Nurture a culture of research and innovation excellence focusing on challenges of society in the region.
- b) Strengthen consultancy cell and pursue consultancy activities for all the departments..
- c) Sign MoUs with reputed industries and organization for productive partnership to undertake joint research projects, training and internships.

GOAL 3:

Developing Excellence in Innovation, and Entrepreneurship activities

Objective 3.1: Strengthen Entrepreneurial ecosystem in the campus Strategies:



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- a) Facilitate and develop a culture of research entrepreneurship that rewards faculty & students for the development of Intellectual Property Rights.
- b) Encourage students and Faculty (Department wise) to participate in Technology Incubation Hub that promote entrepreneurship.
- c) Develop Business Incubation Center and meet-up spaces focusing on MSMEs.
- d) Conduct training programmes / workshops / events / competitions focused on Innovation and Entrepreneurship.

GOAL 4

Recruit, Reward and retain the community of dedicated faculty and staff

- a) REC will recruit, reward and retain a team of dedicated and committed faculty and staff, and provide a productive work environment to achieve a bright career ahead.
- b) Improve Faculty welfare
- c) Improve Facilities to all staff.

Objective 4.1: Ensure quality in intake of faculty and staff Strategies:

- a) Recruit faculty and staff through a rigorous screening process evaluating their capability and interest
- b) Establish norms for career advancement in tune with AICTE & UGC guidelines
- c) Conduct Compulsory induction programme for newly joined faculty

Objective 4.2: Encourage and enable faculty excellence Strategies:

- a) To be a campus where 40 percent of faculty members holds a Ph.D. degree within 5 years
- b) Review and accommodate innovative teaching methodologies
- c) Build a team of outstanding faculty and ensure that every faculty member has a career path to academic excellence and success



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- d) Encourage the faculty and students to participate in seminars, conferences, workshops and faculty development programmes at reputed National and International organizations.
- e) Re-engage the senior faculty in more active research role by providing incentives such as differential workload, flexible timings and a faculty evaluation system that better rewards research and consultancy excellence.
- f) Ensure continuous value addition to skill sets for all employees
- g) Ensure Training on Basic pedagogy and advanced pedagogy each of one week duration including both theory and hands on learning.
- h) Ensure exclusive training on student counseling by psychologists.

Objective 4.3: Facilitate welfare measures for a rewarding career Strategies:

- a) Implement performance based incentives, rewards and recognition
- b) Conduct skill development programmes in advanced technology areas for faculty and technical staff
- c) Encourage faculty and staff towards entrepreneurship
- d) Implement attractive pay and other benefits for personal/professional development
- e) Organize at least one family based Activity such as Picnic, Yoga & Meditation, Food & Nutrition once in a year.

GOAL 5:

Focus on holistic development of the students through high quality academic programs, training, Placement co – curricular and extra-curricular activities and community outreach programs.

Objective 5.1: Ensure quality teaching and learning Strategies:

- a) Introduce and implement the use of ICT for teaching and learning
- b) Empower students' personal and professional development through academic and professional advising, peer-to-peer mentoring etc.
- c) Regular audit on effectiveness of both UG & PG curriculum



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- d) Strengthen the quality and impact of the M Tech program.

Objective 5.2: To prepare students for successful placements and/or higher studies Strategies:

- a) Enhance career guidance and placement activities to attract core companies
- b) Offer skill based and industry relevant training programmes
- c) Train students to get admissions in top ranking institutions in India & abroad.
- d) Take measures including academic support to weak students to improve the student passpercentage by appropriately addressing the related issues
- e) Special focus on communication skills with special care on disadvantaged groups.

Objective 5.3: Develop a culture to serve the society Strategies:

- a) Motivate student projects relevant to society and to provide solutions the regional problems.
- b) Encourage students for community service through NSS, NCC activities.
- c) Encourage Support for NGOs engaged in social service activities

Objective 5.4: Provide an environment for the holistic development of students Strategies:

- a) Enhance extra-curricular, co-curricular activities and Hobby Clubs
- b) Enhance department association and professional society activities and ensure mass participation of students
- c) Develop counseling centre to address students' psychological and emotional issues
- d) Empower the student Activity Centre to discuss common problems of students and ensure its solution.
- e) Effective grievance redressal mechanism to address grievances.

GOAL 6

Maintain facilities and infrastructure; governance and administration that support the



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achievement of the college's Vision, Mission and Values

Objective 6.1: Achieve excellence in governance and administration through Transparency, accountability, quality and trust Strategies:

- a) Establish well defined rules, policies and simple procedures.
- b) Decentralization of powers and all-inclusive well defined organizational charts
- c) Provide financial powers to departments and manage its utilisation with accountability and transparency
- d) Celebrate and reward excellence in innovation, leadership and initiative.
- e) Streamline the process of budgeting and financial auditing.

Objective 6.2: Develop world class infrastructural facilities for undergraduate and postgraduate education, and research Strategies:

- a) Develop a master plan that addresses the need for the present and the future.
- b) A full-fledged maintenance cell to undertake the maintenance of infrastructure and other facilities.
- c) Continuous up-gradation of lab/workshop requirements at par with reputed National / International institutions
- d) Improve library facilities- print and digital resources, both at central and department libraries. Improve medical facilities in the campus, including ambulance
- e) Enhance facilities for sports, arts and recreation, with time extension beyond regular working hours.

Steps for Effective Implementation and Monitoring:

- 1. Identify leaders from REC Planning and development Committee for the five strategic goals who will develop appropriate targets and assessment plans.
- 2. Communicate this College Strategic Plan to all Stakeholders in general and Head of Departments (HoDs) in particular.



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3. Encourage Head of Departments to align their Departmental plan with the College Strategic Plan.
4. Encourage a college culture that will give true feedback and suggestions from Stakeholders.
5. Schedule Bi-Annual reviews Chaired by the Chairman assisted by principal & Deans who is also Coordinator of this Strategic Plan to assess progress on Strategic Goals, Objectives supported by appropriate targets and to revise this Strategic Plan where necessary after discussion with GB members.
- f) Encourage a College Culture that will enthusiastically promote continuous planning and support new ways of doing by empowering all Departments.

Short Range Goals

1. To have a strong linkage with Industry.
2. To establish Research Center in each Dept.
3. To nurture innovation in Technology.
4. To increase number of placement in core sector.
5. To engage the students in continual learning through professional development.
6. To improve the bonding between alumni and students.
7. To realize one start-up every year through dialog with Alumni.
8. Implementing quality technical education using ICT.
9. More experimental / practice based curriculum creating relevant student experience.
10. To train the faculty in pedagogy and domain knowledge
11. To emerge as a Centre of Excellence in the field of AI & Robotics

Medium Range Goals

1. To be recognized International Research and Development Centre.



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2. To organize one International / National Conference in each department.
3. Implementation of fully Automation process.
4. To have a linkage with foreign universities.

Long Range Goals

1. To be one among top 10 of Autonomous Private Institution in the Country.
2. To evolve in to a Deemed University / Private University.
3. To make fully residential campus.
4. To increase IPR & Branded as Research Institute.
5. To have an industry chair in each department sponsored by the Industry




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