Sree Narayana Guru College of Engineering & Technology

Est. 2003

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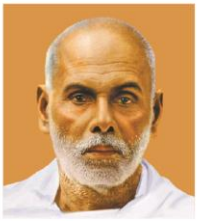
CHALAKKODE P.O., KOROM, PAYYANUR, KANNUR-670 307



STRATEGIC PLAN

Sree Narayana Guru College of Engineering & Technology

KOROM, PAYYANUR, KANNUR-670 307

Est. 2003

STRATEGIC PLANNING & DEPLOYMENT DOCUMENT

(2023-2028)

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MESSAGE

Established in the year 2003, Sree Narayana Guru College of Engineering & Technology was created with a goal to impart high-quality technological & professional education. Assisted by responsible, experienced and mature-minded faculties and provided with the modern infrastructure, the institution has been offering technological degree and postgraduate programs intended to fulfill the necessities of both industry and society. It's high time for the institute to board on its journey towards success in the years ahead. The creation of a 'strategic planning and deployment document' signifies the first stride in this pursuit. I am assured that the committed faculty, led by the Principal and HODs, has crafted thorough strategies and deployment plans. I have full faith that this team will carry out the strategic plan with unwavering dedication. I extend my congratulations to the Principal, Dean, HODs, faculty, staff and students, offering them my best wishes as they endeavor to elevate the institute to greater achievements.

President

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PREFACE

For an organization, strategic planning is very essential to accomplish the Vision and Mission, which it dreams of. Strategic planning is a continuous process with a specific focus on accomplishing institutional goals in this competitive world. Strategic Planning and Deployment Document (SPDD) is based on analysis of current obstacles and future opportunities and envisages the direction towards which the organization should move to achieve its set goals and objectives. The first part of it addresses the vision, mission which the institute dreams along with core values, institutional long term & short term goals. These are defined and guided by the stake holders (Management, leadership, HODs, faculty, staff, industry, students, alumni and parents) through SWOC analysis. After analyzing the internal and external environment, the institutional goals were set up in all possible growth domains through continuous thought process and discussion with the Dean, HODs and faculty members. The strategies with action plans were decided to achieve institutional strategic goals. While formulating the strategic plan and deployment document, care has been taken to involve all stakeholders to help contribute their part which is vital for the success of every organization. Effort has been taken to identify clearly the implementation processes and monitoring by identifying measurable targets in line with the desired outcomes. This will emerge to be the guiding force for SNGCET to achieve its goal to become an institution of Academic Excellence and providing professional by skilled young Engineers and Managers to the society.

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CORE VALUES

In light of Sree Narayana Gurus's educational philosophy, we believe, that one could uplift his/her quality of life by acquiring proper education.

- We believe in imparting Education and disseminating knowledge among youth, which is one of the best ways of nation building.
- We ensure that all students and staff members are treated with the utmost respect.
- We strictly prohibit any form of gender bias
- Discrimination based on caste is strictly forbidden
- We strive to blend professionalism with strong moral values.
- We encourage teamwork and healthy competition
- Our aim is to cultivate a supportive environment that facilitates effective teaching and learning.
- We actively promote creativity and innovation in all endeavors.
- Our values include equality, integrity, patriotism, and encouraging a sense of brotherhood.
- We advocate for communal harmony and religious tolerance
- Value individual differences and dignity of labor.
- We believe in the sharing of experiences, knowledge, and skills

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VISION

A knowledge society promoting human excellence and enlightenment through technical education.

MISSION

To provide technical education of highest quality and standard of excellence for socio-economic progress embedded in clearly articulated values and driven by commitments.

SWOC ANALYSIS

STRENGTHS

1. Institute has well qualified and highly dedicated Teaching and Non- Teaching Staff.
2. Institute has a well-equipped infrastructure with a spacious built-up area.
3. The outcome-based teaching method focused on employment and entrepreneurship.
4. Management with a vision for imparting quality education and welfare of underprivileged economically weaker students.
5. Conducive peaceful environment for learners.
6. Team work of faculty and staff.
7. Effective faculty advisor and mentoring system.
8. Student centric approaches for mentoring and effective academic monitoring.
9. Social responsibility is inculcated though NSS.
10. Separate Hostel facilities for Boys and Girls.
11. Safe and Secured Environment for girl students.
12. Support and encouragement from both Management and the PTA.

WEAKNESSES

1. Students pursuing higher education.
2. Institute has to upgrade its teaching community for more funded projects, quality research and development, patents and consultancy.
3. Involvement of Alumni in facilitating campus recruitment.
4. Faculty retention.

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5. All the departments are not actively involved in the consultancy activities.
6. Level of exposure of Faculty members to industry practices and industry requirements.

OPPORTUNITIES

1. Institute is regularly organizing various development programs for the benefit of teachers and students through seminars, workshops, conferences, symposiums and Alumni meets.
2. Ever increasing demand for technical education at UG & PG level of Engineering & Technology.
3. Many opportunities for tie-ups with both established and start-up companies in India and abroad for enhancing learning outcomes.
4. Motivate students to undertake interdisciplinary and sponsored projects.
5. The Institute is recognized as Host Institute (HI) for implementation of the Incubation component under MSME Innovative Scheme (MSME Champion scheme).
6. Promoting entrepreneurship among students to enable more employment for social upliftment.
7. A vast majority of alumni hold key positions in industries, government, and international locations, potentially enabling significant resource mobilization.
8. National Education Policy.

CHALLENGES

1. Institute has competition from other technical Institutions and Universities.
2. To become a fully residential campus.
3. To upgrade the institution to meet requirements for Autonomous status.
4. Placement with higher annual package.
5. Creating more entrepreneurs.
6. Poor student enrolment.
7. Declining enrolment in engineering globally.
8. Less number of industry- institution organized events.

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STRATEGIC GOALS

After discussions and meticulous planning, the dedicated team at SNGCET, inspired by the institute's Mission and Vision, Quality Policy, Core Values, stakeholder expectations, and SWOC analysis, has crafted the strategic goals for the institution.

1. Cultivating and implementing leadership and participatory management practice.
2. Establishing a robust system for continuous internal quality assurance.
3. Ensuring sound governance practices.
4. Encouraging student development and engagement.
5. Supporting staff development and welfare initiatives.
6. Prioritizing institute-industry collaboration and partnerships.
7. Promoting entrepreneurship development.
8. Encouraging research and development endeavours.
9. Enhancing alumni interaction and engagement, along with outreach efforts.
10. Securing memberships in professional bodies, local chapters, and student organizations.

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STRATEGIC PLANNING (2023-2028)

Cultivating and implementing leadership and participatory management practice.	• Evaluate the current organizational culture, leadership style, and management practices. Identify areas where participatory management can be implemented effectively. • Set clear objectives for adopting participatory management, such as improving employee engagement, encouraging innovation and enhancing decision-making processes. • Encourage risk-taking and learning from failures as opportunities for growth and improvement • Provide training and development programs for current and aspiring leaders to enhance their skills in participatory leadership
Establishing a robust system for continuous internal quality assurance.	• Develop comprehensive quality assurance policies and procedures outlining roles, responsibilities, and processes for ensuring quality throughout the organization • Provide training and development programs to equip employees with the necessary skills and knowledge to maintain and improve quality standards • Regularly conduct internal audits to ensure compliance with quality standards and identify opportunities for improvement. • Ensure accurate documentation of quality assurance activities, covering inspection reports, audit findings, and corrective/preventive actions.
Ensuring sound governance practices	• Create precise policies, procedures, and guidelines delineating roles, responsibilities and decision-making protocols. • Utilize frameworks such as boards, committees, and advisory panels to supervise governance processes and assess performance. • Promote a culture of integrity, honesty, and ethical behaviour throughout the organization.

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Encouraging student development and engagement	• Understanding students individually, including their strengths, weaknesses, interests, and learning styles. • Clearly outline what is expected from students. This provides direction and focus for both students and Faculty. • Incorporate a variety of teaching methods such as group discussions, hands-on activities, multimedia presentations, and real-world examples. • Offer timely and constructive feedback on students' performance. Highlight their strengths and areas for improvement, and offer guidance on how they can progress further. • Create a safe and supportive classroom environment where students feel comfortable taking risks and making mistakes. Encourage mutual respect, empathy, and inclusivity. • Recognize and celebrate students' achievements and milestones, both big and small. This reinforces their efforts and motivates them to continue learning and growing.
Supporting staff development and welfare initiatives	• Conduct meetings and discussions to understand the needs, priorities and concerns of the staff regarding their development and welfare. This information will address relevant issues. • Offer a variety of professional development opportunities, including workshops, seminars, conferences, online courses, and certifications. Utilize these opportunities to match the interests and career goals of staff members. • Recognize the importance of work-life balance in maintaining staff well-being and preventing burnout. Encourage employees to take regular breaks, use their vacation time, and prioritize their mental and physical health. • Acknowledge and celebrate the achievements and contributions of staff members. This could include employee promotions or expressing gratitude through verbal or written appreciation. • Promote a diverse and inclusive workplace where all staff members feel welcomed, respected, and empowered to contribute their unique talents.
Prioritizing institute-industry collaboration and partnerships	• Evaluate the strengths, resources, and expertise available within the institute, as well as the needs, challenges and priorities of the industries to collaborate with.

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	• Formation of industry institute interaction cell • MoUs with industries • Support for internships, visits, trainings, guest lectures • Identifications of industry needs and advice on Add-on courses apart from curriculum. • Providing opportunities for Industry based/sponsored projects • Providing career guidance • Strengthen training & placement • Establishing innovation centres
Promoting entrepreneurship development.	• Establishment and Effective functioning of the Entrepreneurship Development Cell • MoUs with organizations for entrepreneurship development • Providing training & guidance for entrepreneurship development • Bringing more experts of the field for seminar, lecture, workshop for entrepreneurship development • Establishing incubation centres • Promoting ,sponsoring and facilitating entrepreneurship development • Encourage entrepreneurship that addresses social, environmental, and community challenges. • Support sustainable business models that create positive social or environmental impact alongside financial returns.
Encouraging research and development endeavours	• Promoting research-oriented activities, such as seminars, workshops, and conferences, and recognizing and rewarding faculty and students for their research achievements. • Encourage faculty members to apply for research grants from external funding agencies and provide internal funding opportunities for innovative research initiatives. • Invest in faculty development programs and initiatives to enhance research skills, expertise, and productivity. • Emphasize the importance of research ethics and integrity among faculty and students. • Invest in state-of-the-art research facilities, laboratories, and equipment to support cutting-edge research activities.

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Enhancing alumni interaction and engagement, along with outreach efforts.	• Formation of Alumni association, participation and registration • Data base creation, Regular interactions with alumni and networking • Recognition of successful alumni • Lectures/internships/placements/training/ entrepreneurship • Exploring Contributions • Sponsorships/scholarships/fund generation
Securing memberships in professional bodies, local chapters, and student organizations	• Identify professional bodies, local chapters, and student organizations that align with the institution's mission, academic programs, and student interests. • Reach out to the leadership or membership coordinators of target organizations to express institution's interest in becoming a member. • Offer institutional support for members of professional bodies and student organizations affiliated with the institution. This could include funding for membership, travel grants for attending conference, or logistical support for hosting events.

Implementation at Institute Level

Participatory management practice.	Board of Governors and college Academic Council
Quality Assurance	IQAC team
Governance practices	Board of Governors and college Academic Council
Student development	Principal, Dean , HODs and staff
Staff development	Management and Principal

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Institute-Industry	Principal, HODs, IEDC and Training and Placement
Entrepreneurship development.	IEDC
Research & Development	Principal, Dean and HODs
Alumni interaction and engagement	Principal, HODs and Alumni cell
Professional bodies, local chapters, and student organizations	HODs and Student council

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