
VISION 2018



**SRI VENKATESWARA COLLEGE OF ENGINEERING
PENNALUR, SRIPERUMBUDUR TALUK – 602 117.**

Message

We are happy to note that the College is releasing the “Vision 2018”, the Vision – Mission document encompassing the 5 year plan from 2013 – 2018.

While the Vision – Mission remains the same, to make SVCE, a leader in higher technical education, the Vision 2018 document attempts to have a relook at the strategic plan to be adopted for the next 5 years to accomplish the same through the outcome of a SWOC analysis.

We appreciate the contribution by all concerned to the SWOC analysis and the efforts taken to propose the strategic plan and assure that the Management will lend its full support in the implementation of the Vision 2018.

Management

Preface

For any organization, strategic planning is very much essential to accomplish the Vision through a well-planned Mission to accomplish the institutional goals in this highly competitive world. The Vision – Mission document is based on SWOC analysis, which identifies the current requirements and envisages the direction in which the organization should move to achieve its set goals and objectives.

The first part of this document defines the vision, mission which the Management wishes to pursue along with core values to be practiced. This followed by the presentation of the SWOC analysis. After analyzing the internal and external environment, the achievable goals were set up in all possible domains through discussions in Staff Council, Executive Committee and in the Governing Council. The action plans are decided based on these goals.

While formulating the strategic plan and deployment document, care has been taken to involve the stakeholders to build a spirit of ownership which is vital for success of any organization. The Vision – Mission is also published in the web for dissemination at all levels.

The document is expected to put the thoughts into actions to ensure that SVCE will retain its name as one of most preferred technical education institutions in the state of Tamil Nadu by 2018.

VISION

To be a leader in higher technical education and research by providing the state of the art facilities to transform the learners into global contributors and achievers.

MISSION

To develop SVCE as a “Center of Excellence” offering engineering education to men and women at undergraduate and post-graduate degree levels, bringing out their total personality, emphasising ethical values and preparing them to meet the growing challenges of the industry and diverse societal needs of our nation.

CORE VALUES

The following core values are the virtues that the Management wishes to be practiced at all levels in the institution so as to reaffirm its commitment to the purpose of education and to derive its merits such as moral, ethics, knowledge and wisdom.

Professionalism: Students at SVCE are not only taught quality engineering education, but also groomed as a Professionals through various activities carried out by Student Council and various Club activities, which involves hosting events, through which students are trained in leadership, coordination, team work, interaction with various outside agency. Students are also involved in planning and decision making through various forums.

Empowerment: SVCE believes in empowerment of power at all levels. Accountability and responsibility are clearly defined through laid down procedures. Timely decision making is possible at SVCE through dissemination of power.

Transparency: At SVCE, all the activities are carried out as per laid down procedure, dissemination of power at all levels, accountability and responsibility clearly defined and meetings with the Management at regular intervals makes the system transparent.

Quality: Consistent efforts from top management, faculties, staff and alumni are always in the direction of quality. Quality is the continuous process to reduce lacunas of organization. The institute never compromise with its quality. Our aim is to encourage, empower, enable our student to ensure best valued person in society. We believe in giving our best in every domain we do at institute. SVCE family is, confident, competent, focused and passionate about the work that leads to achieve excellence in organization.

SWOC ANALYSIS

Strengths

- Transparent Governance and administration.
- Well-Qualified and experienced faculty members with broad areas of expertise.
- Good quality students.
- Good infrastructure with modern laboratories etc.
- Scholarship for Meritorious students.
- Consistent and good placement record.
- More students get admitted in foreign universities for higher studies.
- Industrial training for Teaching and Supporting Staff in the relevant field.
- Faculty with rich industry experience.
- Interdisciplinary interaction among departments.
- Good Alumni network.
- Encouraging students to take up entrepreneurship.
- Communication and Soft Skill training programme for students to prepare them for placement.
- MoU with industries to help students for internship, training and placement.

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- Many departments recognized as Research center.
 - Motivating faculty to receive funded projects from government agencies.
 - Financial Assistance to Faculty to attend conferences abroad.
 - Encouragement and Support for faculty to Organize Workshops/Conferences to improve leadership qualities.
 - Good laboratory facilities and research environment that lead to undertaking consultancy and research projects.
 - Conducive learning ambience (ICT enabled class rooms), transparent & impartial system and appreciable academic freedom.
 - Training at Cochin Shipyard for Marine Engineering Students.
 - Geographical location.

Weaknesses

- Quarters / Residential facility for research after the regular working hours.
- Administrative work load.
- Limited Hostel accommodation to meet the increased demand.
- Water scarcity.
- e-library facility.
- Most of the faculties are yet to motivate students to take up innovative, non-oblivious and commercially relevant projects. Only by taking up such projects technology transfers can be considered.
- Limited library space.
- Lack in availability of all data in electronic form at a central location.
- Unavailability of child-care center.
- Limited international collaboration for education and research. Unavailability of exclusive research facility.
- Less MoU's with leading industries and elite educational institutions in India & abroad.
- Fewer IPR filing.
- Lack of well devised publicity.
- Lack of training for the supporting staffs.
- Inappropriate class room size (bigger than required) without any acoustic consideration.
- Dogmatic Attitude.

Opportunities

- Reputation and Goodwill in the society.
- Starting new cutting edge post graduate programs.
- Collaborate with faculty members in other Premier Institution.
- Networking with premier institutes & Industry for advanced, applied research & academic interaction through MoUs.
- Non Autonomous.
- Enhance research activities through sponsored R&D projects.
- Alumni Networking for Academic and placement activities.
- Internship opportunities.
- Adoption of new technologies such as bio-fuels & Nanotechnology as thrust areas.
- Creating Centers of Excellence.
- Tie-ups with small and medium manufacturing companies around the college.
- Acquiring job orders/consultancy projects from small and medium companies and process the same with the facilities available in various labs.
- Technical training to industrial personnel by faculty members.
- Special entrepreneurship training to students with business background and startup idea.
- Development of IT based apps for different applications.
- Start-up India, Make-in India, Swacch Bharath Campaigns.
- Contribution to the methods and materials used for language learning.

Threats

- Fewer tie-ups with industries.
- Placement in core industries.
- PG Admission.
- Quality of Lateral Entry Students.
- Stiff competition in core placement.
- PG admission.
- No Industry shows interest to give consultancy projects to educational institutions.
- Declining interest in the society to pursue Engineering programs.
- Growing number of Engineering institutions.
- Government policies towards funding to research projects and lack of producing entrepreneurs.
- Preferring science students for high technical skills and low salary.
- Electronic gadgets utilization.
- Crunch in Funding from external agencies.
- Student behavioral issues.
- Time bound Working.
- Poor employability - current job market & fast changing technology.
- Government policies.
- Reduced Job opportunities for students.

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- Students choosing courses out of compulsion, lack of alternative and have no interest to pursue them.
 - Students attitude towards learning.
 - Students from Different Backgrounds.
 - Non-productive usage of smartphones by students in the campus.
 - Government policy on abolishing of entrance examinations.
 - Ever changing industrial expectations.
 - Different methodologies adopted by government agencies for ranking and accreditation of institutions.
 - Impact due to revised CIP* guidelines.
 - Approach of students towards a subject is purely from examination point of view. Inclination of students towards a guide/local author book for the syllabus, other than textbooks and reference books on the subject.
 - Requirement of industries for multi-skilled professional with managerial capabilities.
 - RPSL* – Recruitment with Hefty charges.
 - Ups and Downs in IT sector.
 - Students attitude towards learning languages.

STRATEGIC PLAN

- Setting up of an Entrepreneurship Promotion and Incubation Center to promote entrepreneurship.
- Constructing more hostel blocks to meet the growing demand of students.
- Constructing more number of staff quarters to improve research activities.
- Setting up of rain water collection pond to address water scarcity.
- Building of new Library to address limited library space.
- To become Autonomous.
- Centers of Excellence in allied departments.
- Collaborating with premier institutions.
- Creating centralized database.
- Signing MoUs with leading industries for industrial training of students.
- Improving consultancy activities.

IMPLEMENTATION AND LEVEL OF ACHIEVEMENT

Strategic Plan of the institution was submitted to the SVCE Management for approval and implementation. After careful consideration the SVCE Management approved the implementation of the following strategic plans. Based on the approval from the Management, applications were submitted to various Government Agencies for implementing the above plans.

- **Setting up of an Entrepreneurship Promotion and Incubation Center to promote Entrepreneurship.**

MSME, Government of India recognised our institute as Business Incubator for Implementing the scheme "Support for Entrepreneurial and Managerial Development of SMEs through Incubator" vide Letter No:3(6)2015/Inc./16th Meeting Dt:31.08.2015. Based on the recognition by MSME, Gol, Entrepreneurship Promotion and Incubation Center (SVCE-EPIC) was inaugurated in our college campus on 2nd August.2016. SVCE Management earmarked 2500 sq ft area for establishing Business Incubator.

- **Setting up of rain water collection pond to address water scarcity.**

SVCE had constructed rainwater harvesting system to an area of about 2600 sq.m in order to enhance the ground water quality and quantity in and around the campus. To convey rainwater in the campus, storm water rains have been constructed all around the campus, especially from roof tops, which is 2400 sq.m. The total area of rainwater harvesting system is about 2600 sq.m and can hold about 40 lakh litres of water. To facilitate percolation of water to underground, rain water harvesting pond depth has been designed for 1.5 meters with a storage capacity of 10 million litres. The water percolated to the ground will benefit population in Sriperumbudur, Pennalur and Irungattukottai villages.

- **Building of new Library to address limited library space.**

A spacious four storey (Ground + 3 Floors) new library building was constructed with a total area of 4900.75 Sq. Mt. (52732.07 Sq. Ft.). The size of new library building is more than 3 times of old library building which was 1338 Sq. Mt. (14402.11 Sq. Ft.). The new 'Dr. A.C. Muthiah Central Library', was inaugurated by Dr. A.C. Muthiah, Chairman of Governing Council, Sri Venkateswara College of Engineering on 2nd November 2016.

- **To become Autonomous.**

The University Grants Commission (UGC) vide letter No.22-1/2016 (AC) dt. 27th May 2016 had conferred fresh autonomous status to our institution for a period of six years with effect from 2016-17. SVCE Management earmarked 435 Sq.m space for the office of CoE. A strong room was built. Necessary Infrastructure has been provided. Various committees as per stipulated norms were constituted.

- **Centers of Excellence in allied departments.**

In July 2016, an "Interdisciplinary Centre for Nanotechnology" was set-up through joint efforts from Departments of EEE and Biotechnology. In January 2017, construction of 500 sq.ft of Class 10,000 type Cleanroom facility was completed. Intramural seed funding amounting to 7 lakhs per year has been sanctioned for 3 years. The thrust area includes Micro and Nano electronics, Biotechnology, Optoelectronics, Solar cells and Nano materials.