A T M E

College of Engineering

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Strategic Growth Plan

2021-2026

Preamble:

Strategy is a way of using the organization's **internal resources** to respond to **its external environment** in order to be successful. Strategic planning is the process of documenting and establishing a direction for ATME College of Engineering, assessing where and how the institution is progressing. The **strategic plan** gives the institution a place to record its mission, vision, and values, as well as its long-term goals and the action plans the institution will use to reach and achieve them.

A well-written strategic plan can play a pivotal role in the development of the institutions growth and **success** because it tells the institution and its employees that how best they can respond to the existing opportunities and challenges.

Strategic planning is a process of looking ahead that should involve the entire institutions activities, and the discussions can lead to meaningful changes in the activities of the educational institution. Strategic planning consists of analyzing the institutions strength, weakness, opportunities, challenges and setting realistic goals and objectives to meet the same. Strategic planning leads to the creation of a formal document that lays out the ATMECE's views and goals for the future.

Strategic planning is a means of establishing major directions for the institution, department or the unit. Strategic Planning process relies on the theoretical frame work of institutional management theory of examining inside and outside the environment for taking decisions regarding institutional goals of future. Strategic visionary actions and planning process are a way to systematically plan the development of open education resources and practices for the future.

The strategic planning will enable the institution to achieve the proclaimed mission and vision of the institution in a systematic and planned manner by providing the management, academicians students and the stake holders the proper guidelines by means of identifying the gap that exists within the institution.

Precisely, **strategic planning** is the formalized road map determining how the institution will execute any particular strategy. When the institute get a sense of **direction** through **strategic planning**, it becomes easier for the institution to follow the path and take the institution to an extraordinary level.

For effective **strategic planning**, the institution should give a careful thought to the **strategic objectives** it outlines. It's necessary to explore why strategic planning plays a vital role for organizations. In brief a strategic planning is a necessary process in order to progress in a constructive manner from where the institution is now and where the institution wants to be in near future.

About ATMECE:

- ATME College of engineering is founded by a group of like-minded technocrats in 2010. Founders are managing various kind of enterprises like infra companies, manufacturing units, and IT service. Founders are aware of the need of the industry and trying to cater to such needs by developing industry-ready engineers through ATME College of Engineering.

- ATME College of Engineering has created a futuristic infrastructure with 3 lakh sq ft of built-up area, state of the art labs, a cluster of seminar halls & Auditorium with all modern gadgets, Library, Central computing facility, etc. All this has been done within a span of 10 years and can proudly be said that our infra is at par with any institution with a standing of 20-25 year.

- It's not only the infra, but also the kind of faculty profile ATMECE has engaged, Teaching Learning Process adopted, student support system put in place, Co-curricular & extracurricular activities being conducted and Placement achieved within this shortest span of time is significant.

- ATMECE has been fostering Industry-Institute interaction on a regular basis. ATMECE has entered to MOUs with many industries like TOYOTA for Internships, Placement, Skill enhancement, Research & Development etc., Reputed companies like CISCO, Texas Instruments, Frenus Technologies have set up their labs and Training centers in the college campus.

- ATMECE Associated with premier educational institutions like IIT Bombay, EICT academy IIT Guwahati for academic related programs and faculty development initiatives.

- Research is one more area where ATMECE is doing extremely good. ATMECE has 6 Research Center with qualified faculty members. A number of Research scholars are carrying out research work in the college. Lots of Publication & Consultancy projects are also being undertaken by faculty members.

- ATMECE has to its folds the credentials of being **NBA Accredited**, ISO Certified and ranked **GOLD by QS I-Gauge**. Recognized as one of the clean campus by AICTE, ATMECE has received "Best Emerging Private Engineering College" award in the year 2012 and 2013 by MHRD and many more.

- ATMECE has created an ecosystem where education is just not limited to academics; it extends beyond the class rooms & labs to industry interactions, cultural, social and sports events for the holistic all-round development of the students.

ATMECE Academic Programs:

	Bachelor of Engineering	Intake
Academic Programs	Civil Engineering	60
	Computer Science and Engineering	120
	Electrical & Electronics Engineering	60
	Electronics and Communication Engineering	120
	Mechanical Engineering	120

ATMECE Student Organizations & Clubs:

STUDENT ORGANIZATIONS & CLUBS	Indian Society for Technical Education- ISTE
	The Institution of Engineers (India) - IEI
	ATME Alumini Association
	Entrepreneurship: E-Cell
	Mechanical Engineering Association-MEA
	ECHELEON
	Innovation Club
	Quantum
	Computer Society of India -CSI
	Science Innovation Club –SIC
	Civil Engineering Association-CEA
	IETE Student Forum-ISF
	IOT Club-IOTC
	Android Club
	Networking Club
	ATMECE Institution Innovation Council-IIC

ATMECE Achievements:

	Started in the year 2010
	Increase in intake for three branches Computer Science and Engineering, Electronics and Communication Engineering & Mechanical Engineering
	Received Best emerging private Engineering college award in the year 2012, 2013 from MHRD
	Received several student projects from KSCST

ACHIEVEMENTS	Produced several Doctorates from research centers
	Faculty and students Published papers in National, International conferences and Journal papers
	Received Clean campus award
	Received several funded projects
	Established ATME Institution Innovation council (IIC)
	Adopted ICT teaching methods
	One of the youngest institution to get NBA Accredited
	Institution got Gold Ranking in QS –I
	Engage actively in social outreach program
	Excellent infrastructure with emphasis to innovative teaching learning process
	University rank in Electrical Engineering
	Conducted International conference
	CERP for managing academics and administration

Salient Features of the Campus-ATMECE

Salient Features of the Campus	Green campus with good academic Ambience
	Good infrastructure with modern amenities
	Hostel facility for both Men and women
	Digitalized Centralized library with department library
	Emphasis on cultural activities through ATMEYA
	Transportation facility from Mysuru and nearby towns
	Campus with good security system and with camera vigilance
	Campus with wi-fi facility to all
	Convenience shop, ATM facility with in the campus
	Sports, NSS, red cross, social activities etc.,
	Cluster of Seminar halls and Auditorium
	Scholarship for meritorious students
	Health center with in the campus
	Solar plant for self-reliance
	Ro-plant for safe hygienic drinking water
	Provision for sanitization at appropriate places and good wash rooms
	Counseling and mentoring for students
	Dedicated faculty with high retention
	Cluster of auditoriums
	Self-sustenance through solar energy system

MOU'S with various organizations:

Sl.No.	Company	Objective of MoU
1	CISCO (Center of Excellence)	To make students attached with Industries for real world opportunities and provide globally accepted industry-standard certification.
2	NICT, Musuru	To Provide verifiable certificate courses to students and Bridge the gap between College education and ever changing industry requirements.
3	Geeks Lab technologies Pvt Ltd. Delhi	To Provide the industrial exposure and trending technologies for students to enable them to meet the industry needs and to be recognized globally.
4	VSG Software Solutions Ltd. Mysuru	To provide Software development and application development best match to the need and requirements
5	BAI, Mysore	To Fill the Gap between academics and industry
6	Skill Tech Engineers and contractors	To provide a cooperative and collaborative working relationship between construction field and academics
7	IGBC	Create awareness and promote financing of green buildings in the country.
8	VISDA	To provide design phase knowledge of constriction which will add value to curriculum
9	E-Construct Design & Build Pvt Ltd	To full fill the gap between academic & industry to creating awareness of recent trends and practices in Civil Engineering realm
10	RTTC, MYSURU	To enhance the skills and knowledge on fundamentals of various mobile network services and hardware architectures for UG students through National Skill Development Corporation(NSDC)
11	VIVARTAN TECHNOLOGIES	To train students and support them in the pursuit of career in VLSI industry using Industry support
12	SKILLFINITY	To train students and support them in the pursuit of career in Embedded Systems along with the collaborating in R&D projects.
13	FRENUSTECH	To faster mutually beneficial partnership and setup Frenustech's incubation centre at ATME
14	ELINT LABZ	To effectively share the facilities and expertise for improving the capabilities for advanced education and research interactions among the employees of both the institutes.
15	G.T.T.C, Mysuru	To carry out internship programs for enhancing the knowledge and skills of the students
16	Prolific system	To train student on Maintenance engineering
17	IRIS	To train students regarding Non-Destructive testing
18	Peoples Mechanics	To promote interaction between ATMECE and People Mechanics in mutually beneficial areas

19	RMJ Automation and Solutions private limited Mysuru.	• To make students competent enough to take on real time application work in the field of Industrial Automation that involves PLC, SCADA & Drives. • The Training support students for good and greater job opportunities and also to reduce the gap between Industries and Engineering Institution.
20	M/s. TPC Techno Power Corporation LLP, Bangalore.	• Industrial Internship & Visits • Consultation • Skill Development Programs • Testing Facility

Research Initiatives-ATMECE:

In a globalized world, the role of research in an academic institution is significant for its sustainability and development, and it is imperative to have knowledge-driven growth based on innovation. The quest for knowledge is the basic principle behind research. The quality of research work directly translates to the quality of teaching and learning in the classroom, there by benefiting the students, the society and the country. ATMECE focuses on promotion of research through quality publications so that institutions can evolve as a knowledge reservoir in the international arena. The primary objective of Research at ATME is to conduct an active advocacy program to promote and support research activities. To create a conducive environment for promotion of Research &. Innovation activities in the institute.

Academics can help students by engaging them in research to better develop highly valued competencies. More research-based teaching can also make teaching more attractive for academics and can make teaching instrumental to the academics own research.

Without research, advancements that have improved some lives and saved others may not have come to pass. For universities, the research component allows for a broader educational experience whereby students are able to explore the effects of applying new thought processes through study and testing.

So not only is research an invaluable tool for building on crucial knowledge, it's also the most reliable way to understand the complexities of various issues, to maintain integrity, disprove lies and uphold important truths. Institution has well established research centers.

Strategic Development Process:

Need for Strategic development plan

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Formation of focus group for preparing SDP

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Environmental Scanning Internal

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Environmental Scanning external

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Stake holders expectation

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Consultative process

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Prepration of Draft Instituion Strategic Goals(ISG)

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Seeking feedback/suggestion for ISG

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Identifying strategies and sub strategies to achieve-ISG

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Preparation of draft Institutes strategic plan(ISP)

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Finalising ISG &ISP through approval from GC

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Implementation

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Review

Need For Strategic development Plan (SDP):

Strategic plan establishes a direction for the institution to take appropriate measures and initiatives for the institution have a sustained growth in the competitive atmosphere, strategic plan will help to focus on key segments in order to get from where the institution is to where the institution wants to. **Strategic planning** can therefore help the institution and the organization develop the right goals, right targets and help everyone focus their efforts into meeting them.

Formation of focus group for preparation of SDP:

Focus group is that group which is assigned the task of looking into various parameters of the strategic development plan and develops a robust, sustainable and constructive institution strategic plan.

Strategic Planning committee	**Dr.Basavaraj.L**	Chairman
	Dr.Rathnakar G	Convener
	Dr.Mahesh P K	Member
	Dr.Parthasarathy	Member
	Dr.Puttegowda	Member
	Dr.Srinivasa K	Member
	Mr.Manuvijay	Member
	Dr.Suneetkumar S M	Member
	Dr. J VGorabal	Member
	Dr. Mahesh Lohith K S	Member
	Dr.Prathiba M K	Member
	Dr.Mohanakumara K C	Member
	Dr.Akshaya B J	Member
	Mr.Vinod Kumar P	Member
	Mr.Anoop Sudhakar	Member

Environmental Scanning-Internal:

Environmental scanning helps to conduct a thorough analysis and hence leads to the optimum utilization of resources in the institution. Whether it is capital resources, human resources or other factors of production, their best use and utilization is very important for any business.

Internal scanning is the process of identifying, analyzing and understanding the various strength, weakness that exists within virtue of the organization. Internal scanning helps the organization to introspect on its performance and draw various inferences in order to achieve better bench marks.

Back ground Information and Situation Analysis:

The institution was started by like-minded technocrats with a motive of producing competent engineers who can contribute to the overall development of the nation. The college is located 13kilometers away from the Mysuru city. The college generally gets students from Mysuru city and nearby towns students are generally from the rural background and find difficulty in getting adjusted to technical educational program.

ATMECE needs to foster to the varying needs of the students beyond the classroom teaching of the academics. ATMECE students should be empowered with additional skillsets to compete in the global market. ATMECE has a well-established vision, mission, quality policy, and core values to its folds.

Vision

VISION	Development of academically excellent, culturally vibrant, socially responsible and globally competent human resources.

Mission

MISSION	MI 1: To keep pace with advancements in knowledge and make the students competitive and capable at the global level.
	MI 2: To create an environment for the students to acquire the right physical, intellectual, emotional and moral foundations and shine as torchbearers of tomorrow's society.
	MI 3: To strive to attain ever-higher benchmarks of educational excellence.

Quality Policy of ATMECE

| QUALITY POLICY OF ATMECE | *"**ATMECE** is committed to excellence & quality in all its deeds i.e., Teaching, R&D and consultancy to groom top-notch professionals, entrepreneurs and leaders in different fields of engineering, technology and management"*.

This will be achieved by total commitment to:

• Enhance the satisfaction index of all the stakeholders by ensuring 100% success in all semester examinations. This will be assessed per semester.

• Annual up gradation of teaching /training eminence will be carried out in order to enhance the number of higher grades in examinations by 5% every year over the previous year.

• To instill entrepreneurial skills among students by providing necessary guidance, which are nurtured periodically.

• Interaction of Industries & Corporates with college will be amplified by offering more Guest Lectures, Seminars, Symposiums and Conferences, which helps students to keep pace with the latest developments in the field of Science and Technology and to create "Industry-ready" students to place 100% of them in reputed industries.

• Value, support and recognize excellence in teaching by academic staff and to encourage research-mindedness by |

	• involving them more in R&D activities. • Achieve Accreditation of the highest grade from NBA within the shortest possible time.

Core Values of ATMECE

CORE VALUES OF ATMECE	• **Ethics** • **Integrity** • **Excellence** • **Collaboration** • **Social Responsibility**

Academic competency:

Academic competence is multidimensional construct composed of the skills, attitudes, and behaviors of a learner that contribute to academic success in the classroom.

- Structure and presentation of academic discourse
- Production of academic discourse
- Presentation and analysis of data
- Critical reading
- Communication of Ideas, reading and research through speech and writing
- Creative and critical thinking
- Independent learning
- Respect for the work of others
- Strategies for study (study skills)
- Application of Mathematics and statics.
- Scientific and quantitative reasoning.
- Disciplinary knowledge
- Critical thinking
- Communication skills

- Scientific and quantitative reasoning
- Self-directed learning
- Information literacy

Personal competency:

Personal competencies are personal traits and abilities that affect your results in the workplace and in life. Personal competencies include self-awareness, drive, relationship skills and confidence.

- Critical Thinking/Problem Solving.
- Oral/Written Communications.
- Teamwork/Collaboration.
- Information Technology Application.
- Leadership.
- Professionalism/Work Ethic.
- Career Management.
- Multicultural competence
- Moral and ethical awareness
- Self-management
- Community management

Strength of Teaching and non-Teaching work force:

The Institution pays lots of focus and emphasis on recruiting and retaining highly qualified and experienced faculties since its inception. The Institution has a good number of faculties with doctorate in every discipline of engineering. The institution ensures to upgrade the proficiency of teaching faculty by encouraging the faculties to upgrade their knowledge by attending faculty development program, short term training programs, certification programs etc., faculties are engaged in research activities and also engaged in mobilizing funded projects from various reputed organizations.

- The ability to develop relationships with their students and getting connected
- Patient, caring, and kind personality
- Knowledge of learners
- Dedication to teaching

- Engaging students in learning

- Effective Communication Skills.

- Collaboration with Co-Workers.

- Creative Thinking.

- Ability to Adapt.

- Effective Organization Skills.

- Devotion and Strong Work Ethic.

- Knowledge in the Field.

- Motivating students

- Mentoring students.

- Follow up the activities of the students

- Nurturing students

- Focus on research

- Multidisciplinary approach

- Empathetic approach

Environmental Scanning -External:

External scanning is the process of identifying, analyzing and understanding the various opportunities, threats that exists outside of the organization. External scanning helps the organization to prepare itself in order to face the new challenges and pick new opportunities..

Current Scenario of Higher Education system an over view:

At present the higher education is undergoing a transition phase and a lot of changes are anticipated in coming days, especially in higher education & in particular in the domain of technical education. The government of India has initiated several measures to bring a fresh look and freshness in the Technical education system. The implementation of National Educational Policy2020 will definitely bring in radical changes in the ways Technical education is being taught in the technical institutions. The new era of technical education system will emphasize more on hands on experience rather than that of theoretical learning. The implementation of NEP will enable students learn multidisciplinary subjects making students to learn students the

subjects that are more relevant to the current trends, more than anything a student will be given exposure in the diversified field of engineering to face any challenges that come in their way.

Now-a-days it is very frequently observed that students join higher studies with less interest and take it casually.

Higher Education System in India compare to developing / developed countries needs substantial improvement. The percentage of students taking higher education is hardly about 13 % whereas the same is varying between 28 to 90 %, across the world. The lowest % being 28 % and the same is as high as 90 % in developed countries.

At present institutions must look into constantly updating the syllabus in order to help students adapt with the changing market scenario. To start with the institutions must look at making education liberal, introduce new practices & applied research work; updating the course curriculum frequently will help such initiatives.

 If such developments take shape in its true sense students would be attracted to pursue higher education which will in turn fulfill corporate expectations. Efforts should also be taken to guide, mentor students and parents to develop and retain interest amongst students to pursue higher education.

In addition to above, curriculum should also include sports, hobby classes, vocational skills development program, employability enhancement & soft skills development programs, entrepreneurship development modules, specialization wise clubs and committees of students, practical assignments related to their field, industry interface related modules such as internships, industry visits, guest lectures / workshops / seminars, participation in summits, management quiz etc.. with evaluation / monitoring system so as to ensure continual improvement.

Special emphasis must be given to communication and presentation skills, especially for students coming from rural background / remote locations and that for students studies in vernacular languages.., so that they can perform well in the corporate world, across the globe.

Institutions should also inculcate multitasking abilities amongst students, foreign languages, advanced IT knowledge should be taught to students, so that they can perform better in the chosen field. Student exchange, cultural exchange should be encouraged to enhance student's interest level & participation.

These are some of the areas if practiced will lead to better benefits in the near future for increasing percentage of students enrolment in higher education specifically in technical education institutes.

Stake holders Expectations:

The stakeholders play an important role in devising the requirements that are really required in managing higher educational institutions. Stake holders are the partners of the higher educational institutions leaders in making the institution conducive to teaching and learning. Stake holders are also responsible for the achievement of the learning outcomes through their active participation in higher educational institutions activities, programs and projects.

While developing strategic planning it is important to consider the expectations of the stake holders in order to ensure that the objective of the strategic planning is met in a meaning full manner.

The stake holder's expectations were obtained by constantly interacting with students, alumini, recruiters, industrialists, parents and others in both formal and informal ways so as to meet their expectations and in turn achieve the institution mission and vision.

After collection of data from the stake holders in both formal and informal ways through oral interactions and surveys through formal questionnaires it was observed that the students look forward for quality education that leads to placements in reputed organizations, recruiters were looking for bright students who can fit into their company requirements with greater abilities in problem solving abilities, good communication skills and a person who can gel with the company culture in minimum period of time, the parents had an expectations of bringing out morally right children who can stand on their own legs with being a burden on them anymore, industries expected to have students who were technologically upgraded and who can solve the present day issues and finally it was observed that a student graduating from ATMECE should meet the following conditions mentioned in the vision of the institution that is a student should be academically excellent, culturally vibrant, socially responsible and globally competent individual.

Consultative process-Brainstorming, questionnaire:

SWOC for ATMECE

Strengths

- Proactive, Committed and Visionary Management.

- Well qualified & dedicated Faculty members with good retention.

- Outstanding Social Outreach Program.

- Effective implementation of CERP.

- Futuristic Infrastructure.

- 10 years of standing with NBA accreditation, QS I- gauge gold certification and ISO certification.

- Disciplined campus.

Weaknesses

- Mediocre Placement & Entrepreneurship.

- Limited industry-institute interaction.

- Limited Research & Consultancy activities.

- Under Utilization of Resources.

- Poor quality of student intake

Opportunities

- Need for branding of institution

- Progressing towards the attainment of eligibility for Autonomous status.

- Strengthening the collaboration with reputed industries and academic institutions for Research, Consultancy, Training, and internships.

- Methods to enhance revenue generation.

- Strengthening of the institute - alumni interaction, social welfare activities and outreach programs.

Challenges

- Poor quality of intake students.

- Potential Financial crunch due to reduced admissions with current Fee structure.

- Ever changing policies pertaining to Higher Education by multiple monitoring authorities.

- Possibility of declining quality and number of students admitted due to increase in Private Universities and other Institutes.

- Average employment opportunities for fresh graduates.

- Lack of placement opportunities in the industry.

Preparation of draft institute strategic goals (ISG):

- Develop strategies to attract meritorious students from diversified background.
- Develop and adopt methods to enhance placement & entrepreneurship activities.
- Focus on obtaining grants and funding through research and consultancy activities.
- Use of different strategies for branding of the institution.
- Effective financial monitoring and expanding the revenue generation.
- Build faculty support measures and welfare measures.
- Enhance relationship with industry and academic institutes of higher repute.
- Engage effectively with society, through social outreach.

Seeking feedback/suggestion for ISG:

After identifying the well established strategic goals for the institutions it is imperative that the strategic goals that are set for the institution needs to be validated. In this regard the draft institution strategic goals were submitted before the governing council, seeking its consent to prepare the institution strategic plan. Once the consent was obtained from the governing council the draft institution strategic plan was developed.

Preparation of draft Institutes strategic plan (ISP):

1.	**Objective:** **Attracting Meritorious & Diversified students.**	
	Description:	
	In order to ensure the sustainable growth of the institution, ATMECE focus on attracting Meritorious and Diversified students to its institute by implementing attractive scholarship schemes for the meritorious students. Presence of diversified students will have its advantages for the sustained overall growth of the students in various aspects.	
	Attracting meritorious students to college is very vital as their performance adds laurels to self and to the institutions. In this regard it is inevitable to attract the talented students to the institution. Such meritorious students will have potential for accomplishment and will have skills that are distinctly above average.	
	When working and learning with people from a variety of backgrounds and cultures present in the classroom, students gain a more comprehensive understanding of the subject matter. It also teaches students how to use their own strengths and points of view to contribute in a diverse working environment.	
	Diversity brings in new ideas and experiences, and people can learn from each other. Bringing in different ideas and perspectives leads to better problem-solving. Working in diverse teams opens dialogue and promotes creativity. The value of diversity is true for our culture, too.	
	Ultimately, studies show that diversity in education, particularly on college campuses, improves the "intellectual engagement, self-motivation, citizenship, and cultural engagement, and academic skills like critical thinking, problem-solving, and writing – for students of all races.	
	Action Points:	
	ATMECE has the aspiration to convert the young minds to technocrats who shall fulfill the requirements of the society.	
	In this regard Quality Students are the primary need of any institution.	

	Hence ATMECE has following plans for implementation.
	- Institute engagement in local schools & colleges in career guidance education for SSLC/PUC/ 12th/Diploma with parent involvement to build ATMECE aspirants pool. - Conducting two open house exhibitions per Academic year to showcase our strengths. - Scholarships and Financial assistance for meritorious and needy students. - Brand building of college through several social media as well as by giving wide publicity of the various achievements of the college. - Publicizing about the college in other parts of the demographic area to attract diversified students. - Extending additional non-financial benefits to meritorious students like deputing them from the college for conferences, seminars and other co-curricular events.

2.	**Objective:** **Enhancement in Placement & Entrepreneurship activity.**	
	Description:	
	Placement is an important parameter based on which the institutions strength is ascertained by the stake holders hence in this regard ATMECE focus and constantly works on fostering the needs of placement in a dynamic manner. ATMECE believes in producing entrepreneurs to ensure generation of employment opportunities to the under privileged and rural youth. With adequate training and support, students enhance their skills and understand how to showcase their abilities in the best possible way. Not only the Placement Cell offers training programs to students to develop various significant skills but also facilitates the process of recruitment for all the eligible students.	

	As well as allowing students to apply subject knowledge and technical skills in a professional environment, placements also provide a helpful insight into organizational discourse, culture, professional socialization, applied skills and working relationships. Entrepreneurship is important, as it has the ability to improve standards of living and create wealth, not only for the entrepreneurs but also for related businesses. Entrepreneurs also help drive change with innovation, where new and improved products enable new markets to be developed. The educational institutions plays important role in development of entrepreneurial competencies through various courses, training and development programs. Individuals are encouraged by the course structure and activity based programs by the institutions to identify, develop and sharpen their skills and competencies.
	Action Points: In view of the vision of the institute, ATMECE would commit to provide fair opportunity to each student to find his choice of work. This would be achieved through the following placement activities. : - Creating awareness among students about need of the industries and train them with apt soft skills, Aptitude, etc. - Identification and implementation of skill development programs in domain specific skills for students in accordance with industry expectations. - Creating a database of potential industries & companies for Internship & Placement along with entering into MOUs & relationship management. - Effective implementation of the Placement process with proper coordination and involvement of students. - Establishment of a dedicated Entrepreneurship Cell with sufficient budget/seed fund to encourage budding entrepreneurs. - Identifying the students interested in entrepreneurship, imparting requisite training, and mentoring them through successful

| | | entrepreneurs.

• Formal training on entrepreneurship and Networking with EDP Agencies.

• Success stories celebration for both Placement & Entrepreneurship and Brand building.

• Encouraging and deputing students to attend pool drives at other colleges. |

3.	**Objective:** **Augmentation of Research, Development &Consultancy Activities.**
	Description: ATMECE affirms strongly on the development of research and consultancy activities for the sustained growth of the institution. ATMECE strongly believes in that the growth of the institution and growth in teaching learning can get booster only through enhanced activity in research and consultancy. The quality of research work directly translates to the quality of teaching and learning in the classroom, thereby benefiting the students, the society and the country. The promotion of research in a huge and diverse country like India will help the nation evolve as a knowledge reservoir in the international arena. Research discovers, elucidates and evaluates new knowledge, ideas, and the technologies essential in driving the future of society and humanity. Research fosters professional excellence in faculty, important for delivering outstanding student education and training. Institutional Consultation is defined as the practice of providing a third party with expertise, solution to a problem or allowing them to utilize the facilities in the college. The service may involve either advisory or implementation services. The experts of the college are actively engaged for consultancy purposes.
	Action Points: ATMECE has focused on the continuous evolvement of self-development with respect to the changing technologies. In this regard, ATMECE believes that it is very essential to create a suitable culture for research and development in the institution. In this direction, following activities have been planned by the institution for creating such an environment:

	• Enhancing facilities in Research labs by providing additional budget allocation. • Encouraging Collaborative research with other institutions and industries. • Strengthening the quality of teaching staff to improve participation and contributing to research work of the institution. • Conducting quality research through the funded project proposals. • Apply for TEQIP/Government/other funding. • Practicing regular and integrated consultancy through the several departments.

4.	**Objective:** **Branding of Institution**
	Description: Cambridge Dictionary defines branding as "the act of giving a company a particular design or symbol in order to advertise its products and services. Branding is the perpetual process of identifying, creating, and managing the cumulative assets and actions that shape the perception of a brand in stakeholders' minds. "ATMECE is focused in establishing a brand image in order to satisfy the expectations of its stakeholders and also to lay its roots firmly in a sustainable manner in the higher education.
	Action Points: ATMECE constantly works towards building its brand image by planning the events such as • Providing advertisement in newspaper and electronic media. • Dissipating the college progress through social media engagement

	through facebook, whatsapp, instagram, twitter etc., • Dissipating the college activities through interactive website. • Branding building through PR activities. • Involving brand ambassadors like celebrities, alumini, students and other stake holders. • Brand building through social outreach program

5.	**Objective:** **Effective Financial, Monetary Management and Expanding Revenue Base.**
	Description: ATMECE strongly believes in the financial discipline, it is always known that the financial discipline speaks about the health of that institution hence the monitoring of financial activities at ATMECE takes the frontline preference. Financial Management means planning, organizing, directing and controlling the financial activities such as procurement and utilization of funds of the enterprise. It means applying general management principles to financial resources of the enterprise. Objectives of Financial Management To ensure regular and adequate supply of funds to the concern. To ensure adequate returns to the shareholders which will depend upon the earning capacity, market price of the share, expectations of the shareholders. To ensure optimum funds utilization. Financial management is concerned with profitability, expenses, cash and credit, so that the "organization may have the means to carry out its objective as satisfactorily as possible;" the latter often defined as maximizing the value.
	Action Points: ATMECE opines that the key step for improvement of any institution is the proper management of its revenue base. In order to achieve this following

		activities are planned:
		- Department wise Budget allocation. - Emphasis on revenue generation through consultancy, projects, research, submitting proposals to various governments and non-government funding agencies for obtaining the funds .etc. - Improved Financial Management using CERP. - Establish transparency in financial transactions through online payments. - Implementation of effective and efficient Financial Policies.

6.	**Objective:** **Improvement in Faculty/Staff support system & welfare measures.** **Description:** ATMECE management believes that faculties are the brave warriors of its institution. And believes that their faculties will ensure that the institution will march forward breaking all the hurdles that may come in their way. Faculty is the back bone of any educational institution. Faculty play a critical role in shaping the student experience, the primary duties of faculty include effective classroom teaching, academic advising and counseling of students, participation in departmental committee work, continuous development of the curriculum through assessment, applied research or scholarly activity, and service such as assisting in recruitment of students and initiatives designed to help students succeed academically. Faculty help keeps the institution running not only by teaching the students, but also by acting as policy-makers and innovators, contributing to various workloads like approving new curriculum, developing new programs, managing student grievances, and ensuring the excellent educational experience for every student.
	Action Points:

		ATMECE is of the opinion that the growth of the institution mainly depends on the dedicated and motivated staff members. In this regard the institution has flowing plans for implementation. • Clear Job Description Statement for faculty, there by defining the roles & responsibilities. • Formulation & Implementation of Faculty Welfare Programs. • Time–to–time, Implementation of AICTE/State Government scales for all cadres / designations. • Talent identification through awards, recognition and rewards. • Creating additional cadres for deserving faculty/staff through career advancement scheme. • Encouraging for higher studies / continuing studies by sponsorships /deputation and sabbatical leave. • Upgrading faculty orientation and mentorship program for new faculty members.

7.	**Objective:** **Fostering greater relationship with Industries and Academic Institutions of high reputation.**	
	Description: ATMECE believes in fostering the student's growth through industry institute relationship. This will provide ample of opportunities for industry exposure to students and faculty through industry visits, summer internship and industry projects. To help industries to solve their problems through research, training and consultancy. Teaching-learning processes can be improved by integrating industrial training to the students which also provides an exposure of the corporate world. Students should be encouraged to undertake the final year projects in the industry with a joint supervisor from the industry. Institute Industry Interaction The Institute encourages its faculty, scientists, technicians and students to interact with industry in all possible ways with the	

		spirit of deriving mutual benefit, Joint research program and field studies by faculty and people from industries.
		These interactions help to tackle the doubts and concerns that students usually have about n industry. It gives them an in-depth knowledge about what they can expect and how they have to groom themselves to achieve successes.
		Action Points:
		The technological improvement is achieved if the Academic institution supports the industries with their research and development. Hence, following activities are planned by the institution.
		• Establishment of Industry-Institute Partnership /interaction Cell. Establish academic partnership with leading educational institutes of national importance.
		• Organizing Workshops, conferences and symposia with joint participation of the faculty and the industries.
		• Identify potential industries who can establish centres of excellence department wise.
		• Executing MOUs with potential industries/companies for internships, research projects, consultancy & placements.
		• Enhancing membership with Professional bodies.
		• Inviting experts from popular industries for guest lecturers /talks/workshops on the latest developments in the industry.
		• Deputing faculty members to Industries on sabbatical leave.
		• Enrolling industry personnel for doing Ph.D.

8.	**Objective:** **Fostering greater engagement with the Society & social out reach.**	
	Description:	
	ATMECE is committed to serve the society through engagement with the society,	

further this engagement provides the students the new dimension of being associated & connected with the society. Community engagement is important as it takes action to influence stakeholders with government, political or funding power to implement public projects and policies that primarily benefit individual communities and drive social change.

Social engagement refers to one's degree of participation in a community or society.

In summary the, community engagement is about

(1) Decision making,

(2) Relationship development, or

(3) Capacity building.

This is interesting, because traditionally community engagement training has adopted the International Association for Public Participation Spectrum as its starting point.

Action Points:

ATMECE strongly believes that the technology must be used for the betterment of the society. The new products developed must help the improvement of the living conditions of the society. In this regard following activities are planned.

- Creating an office for outreach with local communities.
- Budget provision for Social Responsibility Activities.
- Encouraging students, Faculties/Staff to engage in community service by taking up case study, supporting execution of projects, etc.
- Adoption of School, health Centre or the Village itself.
- Providing Vocational training for the rural students.
- Organizing Health camps, blood donation camps, awareness about hygiene, etc.

Identifying strategies and sub strategies to achieve-ISG & ISP:

ISG	Attracting Meritorious & Diversified students.					
Strategy	**Sub Strategy**	**Infra-structure/ Budget support needed**	**HR (Including training support needed)**	**Responsibility**	**Frequency**	**Metrics**
Attracting Meritorious & Diversified Students.	**Engagement in local schools**	**Provision in Budget**		**Admission committee/ Dean Student affairs**	**Annually**	**30 Numbers**
	Open House exhibition	**Provision in Budget**		**Admission committee/ Dean Student affairs**	**Bi-Annually**	**2 Numbers**
	Branding Building	**Provision in Budget**		**Admission committee/ Dean Student affairs**	**Annually**	**50 posters/messages**
	Publicizing college in Demographic area Around mysuru.	**Provision in Budget**		**Admission committee/ Dean Student affairs**	**Annually**	**15 institutes**
	Fee Concession for meritorious students	**Provision in Budget**		**Admission committee/ Dean Academics**	**Annually**	**For 50 students**
	performance based Merit Scholarship	**Provision in Budget**		**Dean Academics**	**Annually**	**3 students per batch per year**
	Scholar ship for lateral entry students	**Provision in Budget**		**Dean Academics**	**Annually**	**For all the students who clear 3rd & 4th semester without any back logs. (40)**
	Non-financial benefits Deputing students to conference, seminars	**Provision in Budget**		**HODs**	**Bi-annually**	**20 in each branch**
Enhancement in Placement & Entrepreneurship activity.	**Aptitude**		**Training**	**TPO**	**Bi-annual (Every semester)**	**For all eligible students. (300)**
	Communication					
	Skill development					
	Deputing eligible students to pool drives					
	Soft skill training					
	Entrepreneurship activities	**Provision in budget**	**Training**	**TPO**	**Bi-Anually**	**100 students**

Augmentation of Research, Development &Consultancy Activities	**Additional Budget allocation for carrying quality in house research**	**Provision in Budget**			**Annually**	
	Collaborative Research	**Provision in Budget**		**Dean Research**	**Annually**	**At least one collaboration per branch, including basic science. (08)**
	Paper publication	**Provision in Budget**	**Training**		**Annually**	**Minimum 01 paper faculty in a reputed journal**
	Funded project	**Provision in Budget**	**Training**		**Annually**	**At least one funded project per branch, including basic science. (08)**
	Consultancy		**Training**		**Annually**	**At least one consultancy per branch, including basic science. (08)**
Branding of Institution	**Advertisement in news paper**	**Provision in Budget**		**Principal**	**Annually**	**04**
	Social Media engagement	**Provision in Budget**		**Dean Student affairs**	**Throughout the year**	
	Dissipating college activities through interactive website	**Provision in Budget**		**Dean Student Affairs**	**Throughout the year**	
	Brand building through PR activities	**Provision in Budget**		**Dean Student Affairs**	**Annually**	
	Involving brand ambassador/alumini			**Alumini committee**	**Bi-annuallay**	**20**
	Brand building through social outreach program	**Provision in Budget**		**Dean Student Affairs**	**Bi-annually**	**03**
Effective Financial, Monetary Management and Expanding Revenue Base.	**Department wise budgeting**		**Training**	**Principal & HODs**	**Annually**	
	Financial management through CERP		**Training**	**Principal & HODs**	**Throughout the year**	
	Implementation of financial policies		**Training**	**Principal & HODs**	**Throughout the year**	
	Transparency in financial transactions through online payments			**Principal &AO**		

	Implementation of Govt. stipulated pay scales	Provision in Budget		Principal	Annually	
Improvement in Faculty/Staff support system.	Talent recognition Best teacher award	Provision in Budget		Principal	Annually	03
	Talent recognition Best supporting staff award	Provision in Budget		Principal	Annually	02
	Encouraging faculty to pursue higher studies	Provision in Budget		Principal	Annually	06 one from every engineering department and one from basic sciences
	Faculty deputation for FDP etc.,	Provision in Budget		HODs	Bi - annually	At least 04 faculty from every department per semester
Fostering greater relationship with Industries	Academic partnership			HODs	Annually	At least 01 academic partnership per department
	Organizing industrial workshop	Provision in Budget		HODs	Bi Annually	02 workshop per semester per department
	MOU with industry			HODs	Annually	At least on new MOU per department
	Membership with professional bodies			HODs	Annually	02 professional body membership for every faculty
	Industry experts for guest lecture	Provision in Budget		HODs	Bi annually	02 guest lectures per semester per department
	Deputing faculty for industrial training		Training	HODs	Bi annually	03 faculty per department per semester
Fostering greater engagement with the Society	Social responsibility activity	Provision in Budget		NSS officer/Dean SA	Bi annually	01 event per semester
	Community service	Provision in Budget		NSS officer/ Dean SA	Bi annually	01 event per semester
	Adoption of school/health centre/village	Provision in Budget		NSS officer/ Dean SA	Annually	01 program per year
	Organizing health	Provision in		NSS officer/	Annually	01 program

	camps/blood donation camps	Budget		Dean SA		per year
	Awareness programs	Provision in Budget		NSS officer/ Dean SA	Bi annually	01 program per semester

Finalizing ISP through approval from GC:

Finally the copy of the institutional strategic plan is submitted through the chairman of the strategic planning committee to the **governing council chairman** for further proceedings of approval of the said document. Once the institution strategic plan is approved and gets the **consent** from the governing council the strategic plan will to taken up for the **implementation.**

Implementation:

Implementation is the **process** that turns institutions strategies and plans into actions in order to accomplish strategic objectives and goals. **Implementing** institutions strategic plan is as important, or even more important, than developing the strategy.

Strategic Planning is not a top down approach. It is a bottom up approach, which ensures participation of all the **STAKEHOLDERS** in the planning process. This involvement, in particular, of the employees of the organization makes them co-owners of the plan and increases their commitment to the implementation of the plan.

In the metric provided the complete plan to implement the strategic plan is being deliberated and the person who needs to monitor and make review is also been spelt out in order to ensure that the strategic plan is implemented in total.

Review:

Review is the process that may initiate the **revisit** of certain activities or measures in order to ensure the accomplishment of the said task.

It is necessary that the institution **strategic plan** is reviewed from time to time as mentioned in the metric table in order to ensure & avoid that critical reconsideration. **Review** is required to achieve the defined goals and objectives in the strategic development plan.

Further the strategic plan will be reviewed by the top management in the governing council meeting and the level of implementation of strategic plan will be accessed. Further the governing council members will measure the attainment of strategic goals from time to time.

Conclusion

Strategic planning is an important tool for an institution to clarify its future directions. It facilitates the institution to establish priorities and make decisions at **varied levels** and functions in order to serve its stakeholders efficiently, responsibly and effectively. Strategic planning should orient the institute energies and serve as a **guide to action**. It should be consistent with the **institutional values**. In short a Strategic planning should challenge and inspire the institutional people to achieve the **strategic goals.**