M.KUMARASAMY HEALTH AND EDUCATIONAL TRUST'S

M.KUMARASAMY COLLEGE OF ENGINEERING (Autonomous)

THALAVAPALAYAM - KARUR - TAMILNADU

STRATEGIC PLAN

2021 - 2026

PREFACE

Strategic Planning of the institution plays a vital role in successful accomplishment of the Vision and Mission, which it dreams of. Strategic planning is a continuous process with a specific emphasis on accomplishing institutional goals in this highly competitive world. The basic strengths of strategic planning are its abilities to help align the organization with its environment, i.e., a set of internal and external forces that can positively or negatively affect the activities of an Institution. The Strategic Planning and Deployment (SPD) is formulated based on analysis of present challenges and future opportunities and it envisions the direction towards which the institution should move to achieve its set goals and objectives.

The first part of SPD elucidates the vision, mission and core values of the institution along with long term & short term goals. The SWOC analysis of the institute formed the basis in framing the vision and mission which in turn depend on the feedback from stakeholders. After analyzing the internal and external environment, the institutional goals were set up in all possible growth domains through a brain storming sessions with HODs and faculty members. The strategies with action plans were decided to achieve institutional strategic goals.

While formulating the strategic plan and deployment document, each and every stakeholder is made to involve by building a spirit of ownership in them. The document is circulated to all the departments. Highest attention has been paid to spell out clearly the execution and monitoring by identifying measurable targets in line with the anticipated outcomes. The SPD is discussed meticulously and approved by the Staff Council of the institution.

The SPD will synchronize the processes and efforts of the institution and it will also ensure that the institution will become a most preferred higher education institution in the Country by 2030.

Managing Trustee's Foreword

The aim of higher education in India is to provide access, equity, and quality education to all the aspirants with transparency and accountability so as to ensure sustainable economic development of the nation. It is achieved through creation, transmission and dissemination of knowledge. M.Kumarasamy Health and Educational Trust, Karur has been contributing to the national development by providing education to the masses through facilities at all the institutes under its aegis since its inception in 1998.

M.Kumarasamy College of Engineering (Autonomous), Karur is the professional institutes of the Trust started in the year 2000. The institute within a span of two decades has earned a repute of a college having student-centric and technology-driven learning environment that fosters budding aspirants to become confident and competent engineering professionals.

The tenets of this Strategic Plan 2021-2026 are driven by the institute's core principles of developing human resources to serve the region, recognizing teaching as a unifying activity, nurturing integrity, creativity and academic freedom and retaining a willingness to experiment with new paradigms. The Plan 2021-2026 has been thought through well, and keeping in mind the college's robust ecosystem and dedicated team, I am confident that MKCE will make rapid progress towards achieving its vision of becoming an University by 2030.
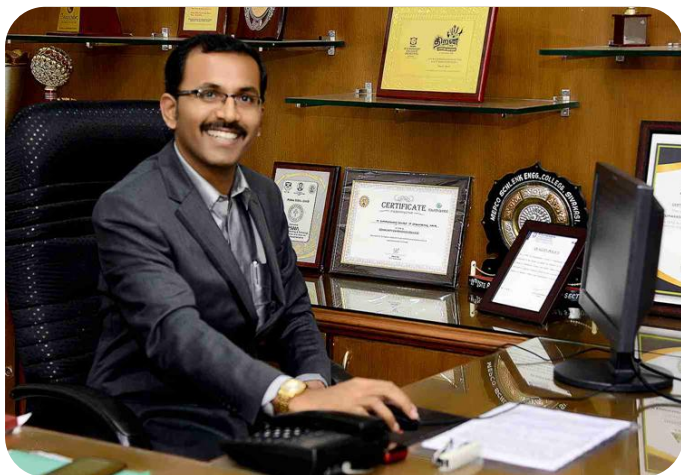
Dr. K.Ramakrishnan
Managing Trustee,
M.Kumarasamy Health and Educational Trust,
Karur, Tamil Nadu.

Wednesday, 7th October, 2020

Principal's Perspective

      M.Kumarasamy College of Engineering (Autonomous), Karur is a premier institute in the state of Tamil Nadu established and started in the year 2000, under the auspices of M.Kumarasamy Health and Educational Trust, Karur. The college engage its students in a different learning experience by providing the conventional teaching methodology strongly supported by the state-of-the-art education technology.

      The Strategic Plan 2021-2026 has been developed in the context of the capacity expansion of the Institute as mandated by the AICTE norms. Given this setting, the broad objectives for the next spell are clear before us. These include the creation of the requisite infrastructure for the expansion, increasing the faculty strength and increasing the number of research activities and the research output. These goals have been formulated in a manner that builds on the strengths of the institute and the aspirations of the faculty, staff and students.

      The vision for MKCE laid out by Strategic Plan 2021-2026 is to be in the top 10 private institutes, by being a regional leader in research and education, which will benefit society around us and the environment. The key pillars that will help the institute achieve this vision are course programmes, research, engagement with industry and entrepreneurial activity. True to its vision statement, the college aims to consistently provide and sustain an invigorating work environment that fosters a culture of excellence, innovation and entrepreneurship.

Dr. N.Ramesh Babu
Principal,
M.Kumarasamy College of Engineering,
Karur, Tamil Nadu.

Wednesday, 7th October, 2020

VISION, MISSION & QUALITY POLICY

Vision

To emerge as a leader among the top institutions in the field of technical education.

Mission

- Produce smart technocrats with empirical knowledge who can surmount the global challenges.

- Create a diverse, fully-engaged, learner-centric campus environment to provide quality education to the students.

- Maintain mutually beneficial partnerships with our alumni, industry and professional associations.

Quality Policy

We, at M/s. M.Kumarasamy College of Engineering are committed to the Society in making our Students to live a purpose as responsible citizens with Ethical Values through provision of Quality Technical Education and continually improve to become a World Class Technological University.

M.KUMARASAMY
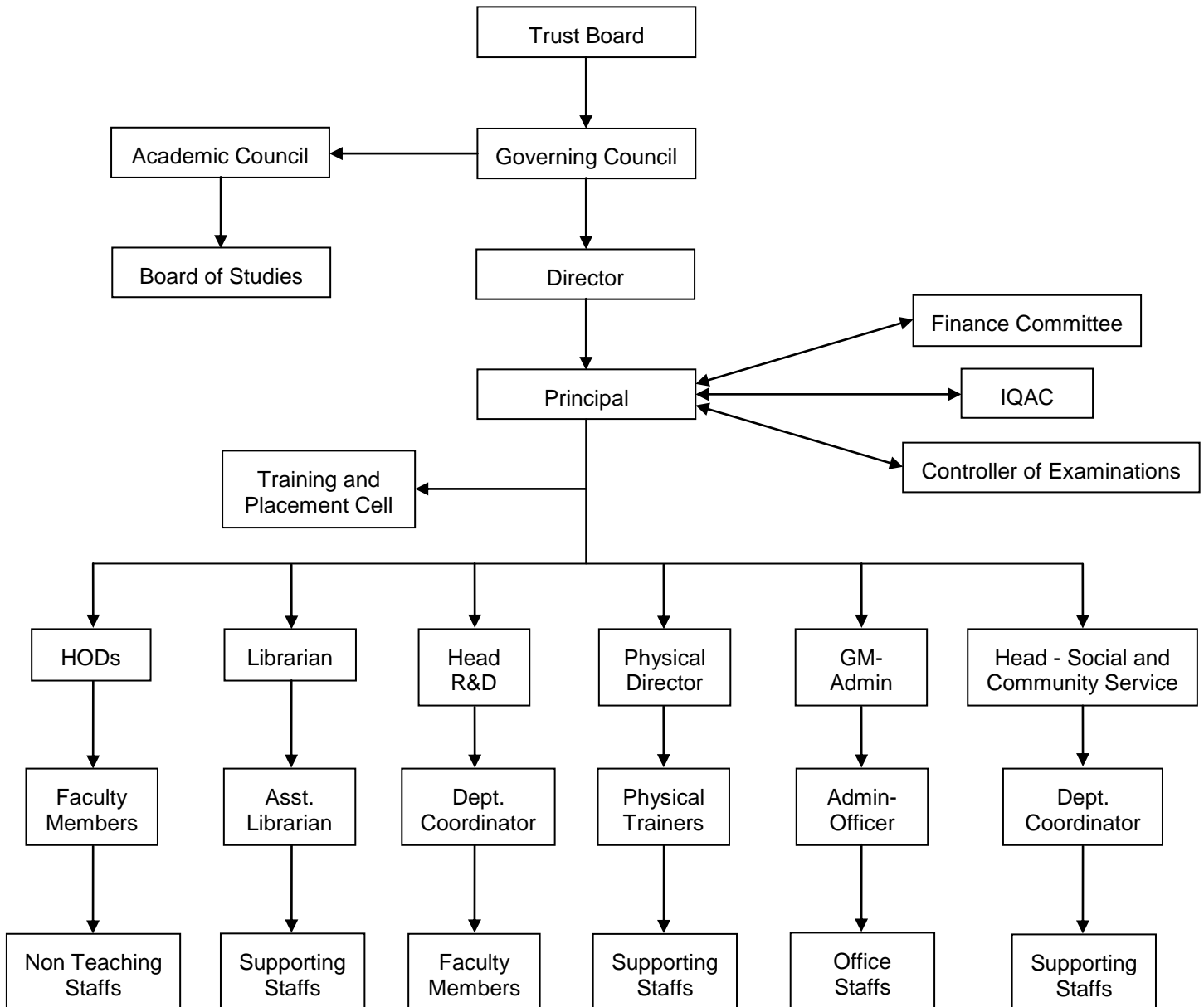## COLLEGE OF ENGINEERING
NAAC Accredited Autonomous Institution
Approved by AICTE & Affiliated to Anna University
ISO 9001:2015 & ISO 14001:2015 Certified Institution

Thalavapalayam, Karur – 639 113.

INTERNAL QUALITY ASSURANCE CELL (IQAC)
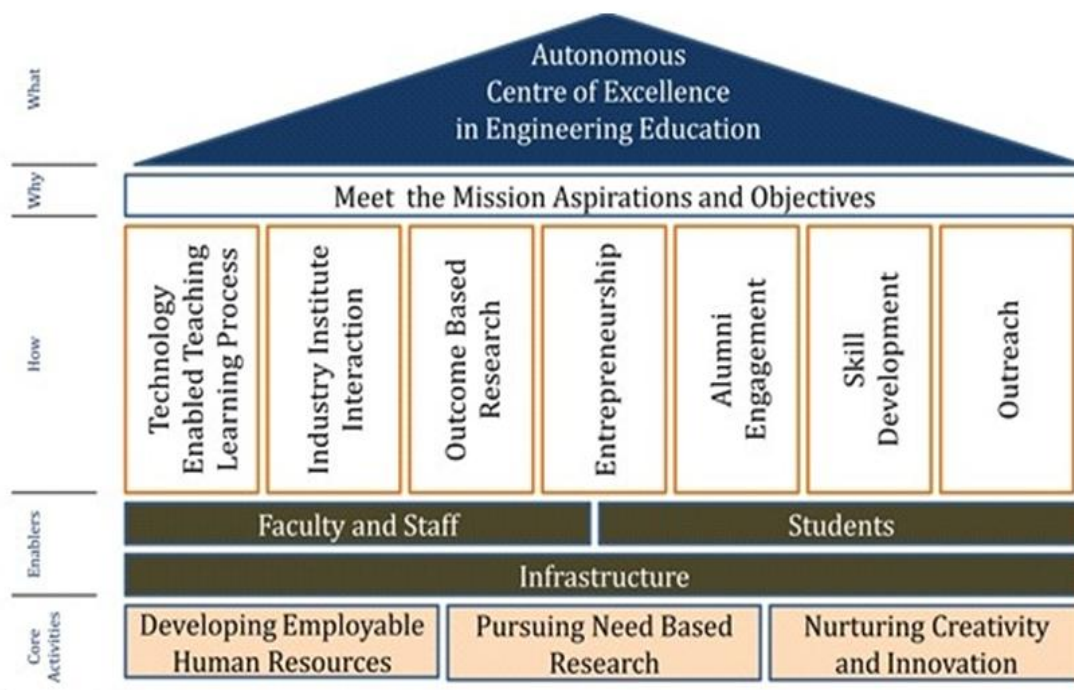
MKCE ORGANISATIONAL STRUCTURE

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                          │ Trust Board  │
                          └──────┬───────┘
                                 ↓
┌──────────────────┐     ┌──────────────────┐
│ Academic Council │ ←── │ Governing Council│
└────────┬─────────┘     └────────┬─────────┘
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┌──────────────────┐     ┌──────────────────┐
│ Board of Studies │     │    Director      │
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                          ┌──────────────┐      ┌──────────────────────┐
                          │  Principal   │ ───→ │  Finance Committee    │
                          │              │ ───→ │       IQAC            │
                          │              │ ───→ │ Controller of         │
                          │              │      │ Examinations          │
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│ Training and   │
│ Placement Cell │
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HODs	Librarian	Head R&D	Physical Director	GM-Admin	Head - Social and Community Service
Faculty Members	Asst. Librarian	Dept. Coordinator	Physical Trainers	Admin-Officer	Dept. Coordinator
Non Teaching Staffs	Supporting Staffs	Faculty Members	Supporting Staffs	Office Staffs	Supporting Staffs

SWOC ANALYSIS

INSTITUTIONAL STRENGTHS

- Introduced Industry Supported B.Tech. Programmes.
- Advanced Teaching-Learning Process and Industry Trained Faculty members.
- International Collaborations and Exposure.
- Discipline Centered Institution.
- Extraordinary Placement Record.
- Foreign Language Classes.
- National and International Industrial Visit.
- Promoting Rural Students Community.
- Smart Class Rooms and State of the Art Sports Infrastructure.
- Excellent Proctorship.
- Updated Curriculum and Syllabi.
- Well Equipped Laboratories.
- Membership in MHRD IIC.
- Incubation Centre.

INSTITUTIONAL WEAKNESSES

- A Quantum of Students from Rural Background.
- Lack of Collaborative Work.
- Lack of Funded Projects.
- Minimum Number of Research Publications in Referred Journals.
- Network with Local Industries.
- Students Involvement in Research.
- Students Language Proficiency.
- Visiting Faculty / Adjunct Faculty.

INSTITUTIONAL OPPORTUNITIES

- ➢ Effective utilization of online resources for Teaching and Learning.
- ➢ Bridging the gap between Industry and Academia.
- ➢ Alumni Support for Placements, Consultancy and Collaborative Work.
- ➢ GOI-MHRD Initiatives
- ➢ Make-A-Thon / Hack-A-Thon
- ➢ Preparing Students to Appear for Competitive Exams.
- ➢ Research Grants from Industry and Government Agencies.
- ➢ Signing of MoU with Industry for Collaborative Research and Development.
- ➢ Tie up with Foreign Universities and Indian Universities.
- ➢ Value Added Course as per the Industry requirements.

INSTITUTIONAL CHALLENGES

- ➢ Admission in PG Departments.
- ➢ Corporate Expects Industry Ready Students.
- ➢ Competition among peers.
- ➢ Decrease in Girl Students Admission.
- ➢ NIRF Rank Attainment.
- ➢ Core Companies Placement Percentage is Minimal in few Departments.
- ➢ Salary Package for Engineering Graduates in Core Companies.
- ➢ Social Media Usage by the Students Community.

Note: *"T" in SWOT changed to be "C" for SWOC*

Because the term Threat is originated from military strategy, Using "C" as Challenge or Constrains is recommended to create more positive attitude.

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INTERNAL QUALITY ASSURANCE CELL (IQAC)

STRATEGIC PLAN IDENTIFIES THE FOLLOWING
ROAD TARGETS FOR AY 2021-2030

- Attain the status of University within next 10 years.

- To attain NAAC A++ grade during 2nd Cycle Accreditation.

- To be ranked among TOP 100 engineering institutions in NIRF Ranking.

- To secure TOP 50 position in ARIIA Ranking 2020.

- Promote industry-institution collaboration with top MNCs.

- Establish Centres of Excellence in upcoming engineering fields like advanced materials and manufacturing, artificial intelligence, energy and internet of things.

- Incubate successful start-ups creating innovative products and business models using the knowledge and technologies developed by the Institution.

- Provide an invigorating work environment for faculty and staff.

- Improve the involvement of alumni in all the aspects of Institutions development by collaborating with them in placements, guest lecture, mentoring students in various projects, mentoring incubate, research and development, consultancy.

- Collaboration with various industries in the field of Research & Development and consultancy.

- Collaboration with Institutions around the world to promote quality higher education and for supporting students/faculty exchange programmes.

LONG TERM GOALS (2021-2026)

LG 1. To Create Centres of Excellence.
- Creation of Centres of Excellence (COE) by utilizing the resources and expertise in each cluster.

LG 2. To Provide Modern Infrastructure Facility.
- Develop infrastructure for carrying out R&D activities.
- Academic infrastructure to be strengthened further
- Strengthen campus wide networking.
- Modernization of laboratories.
- Upgradation of Central Library.

LG 3. To have 70% of Faculty with PhD qualification.
- Encourage faculty to register for Ph.D.
- Support faculty who have already registered to complete their Ph.D.
- Recruitment of faculty with Ph.D. from premier Institutions in specialized area/industry expertise.

LG 4. To introduce new UG and PG Programs and enhance the intake of existing programs.
- Explore the possibilities of adding new UG and PG programs (based on the availability of resources and industry demand).
- Enhance intake across programs depending upon the demand.

LG 5. To facilitate students to become entrepreneurs (incubation centre).
- Conduct Business Plan and Idea Competition.
- Encourage more campus companies to provide start-up opportunities for our students.
- Provide the necessary infrastructure for incubating the ideas.
- Bring in mentors to hand hold the students with innovative ideas.
- Provide the seed fund to develop prototype.

LG 6. To make use of technologies for providing skill sets and additional self-learning.
- Adopt digital learning, e-learning solutions, and interactive sessions.
- Encourage self-learning techniques.
- Adopt blended learning to maximize student learning.

LG 7. To collaborate with Foreign/National institutions of higher learning and research organizations.

- Collaborate with reputed Foreign universities/Institution.
- Faculty exchange programs.
- Partnership programs.
- Collaborate with universities/Institution of repute for research activities.
- Best practices from reputed academia & industry to bring holistic learning experiences.

LG 8. To establish collaborative laboratories with the support of industry.

- Set up laboratories to pursue research with son of the reputed companies.
- Create experiential learning opportunities by providing live industry projects.

LG 9. Strengthening the conduction of social activities.

- The College plans to increase the conduction of social activities to create strong connectivity with neighborhood Community through various departments and committies of the college.

SHORT TERM GOALS (2021-2023)

SG 1. **NAAC Accreditation & NBA Accreditation for all eligible programs.**
- It is required to get all the eligible UG & PG programs accredited by NBA from time to time.
- To have accreditation status by NAAC from time to time.

SG 2. **Strengthen the campus Facilities and Support systems.**
- Augmenting the laboratories to stay relevant.
- Online access to material on website, to further augment library resources to meet the growing needs in academia and research.
- To upgrade the internet bandwidth to support the continuous utilization of the increased usage to cater to the entire campus including hostel requirements.

SG 3. **Enhance the Output in Research and Consultancy.**
- To enhance the quality of research publications by motivating faculty to publish in SCI journals.
- Focus on increasing the external funded research projects Research with international collaborations.
- Fostering Industry sponsored R&D projects.
- Enhanced Consultancy projects.

SG 4. **Introduce New UG and PG Programs.**
- Explore the possibilities of adding new Programs by assessing the requirements in the emerging areas.
- The institute can plan to offer interdisciplinary programs.

SG 5. **Introduce Multidisciplinary courses /Projects**
- Introduce multidisciplinary courses (cluster approach: Institutional electives)
- Encourage multidisciplinary projects

SG 6. **Development of new Curriculum**
- Periodically design and develop for UG and PG Programs post academic autonomy
- Introduce course end survey
- Introduce industry relevant courses
- Encourage interdisciplinary projects

SG 7. **Foster Creativity and Innovation.**
- Establishing Centres of Excellence.
- Establish Incubation Centres.
- Apply for more patents to protect IP.
- Explore possibility of patent commercialization.

SG 8. **Improve teaching learning Process.**
- Implement pedagogical innovations: OBE, active learning, open ended experiments. Extended classrooms (virtual class rooms): Lecture capturing.
- Blended learning: E-learning, virtual labs, MOOCs, Social learning.
- Comprehensive course implementation.

SG 9. **Organizing Technical Events.**
- Conduct events in cutting edge technologies and recent trends & developments across various domains.
- Conduct Seminars & Expert Lectures through professional bodies.
- Increase industrial visits and make it more accountable.
- Conduct international conferences/symposia and pre conference workshops.

SG 10. **Enhance Industry Institute Collaborations.**
- Enhancing the number of MOUs with Industry and revisiting the existing MOUs based on its merits.
- Adjunct Faculty: Industry experts delivering part of the courses
- Collaboration with Industries for research and innovative projects.
- Increasing the connect with the Industry through guest and expert lectures

SG 11. **Infrastructure requirement for e-Governance**
- Creation of database for online submission of documents for approval to regulatory bodies.
- Automate academic administrative process and develop metrics to assess the performance from time to time.
- Create a database to maintain the student records online.
- Create process for examination and evaluation activities with secured database.

IQAC Coordinator   **Principal**

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