



## **G PULLAIAH COLLEGE OF ENGINEERING & TECHNOLOGY (Autonomous)**

(Approved by AICTE | NAAC Accreditation with 'A' Grade |  
Accredited by NBA (CIV, CSE, ECE & EEE) | Affiliated to JNTUA)  
Nandikotkur Road, Venkayapalli (V), Kurnool - 518452, Andhra Pradesh

### STRATEGIC / PERSPECTIVE PLAN (2023-2028)

#### **INTRODUCTION**

G Pullaiah College of Engineering & Technology (GPCET) is a prestigious autonomous engineering institute established in 2007 with four engineering programs under the aegis of Sri Sai Krishna Educational Society. GPCET has expanded itself with a lush green campus of 10.17 acres with state of art amenities with a conducive learning environment. At present we are offering 6 undergraduate (B.Tech) programs and 3 post graduate (M.Tech) programs in engineering and Master of Business Administration (MBA) with 17 years of rich standing in the educational sphere. GPCET received autonomy in 2018 from University Grants Commission (UGC) and Jawaharlal Nehru Technological University, Anantapur (JNUTA).

GPCET consistently ranks in the country's top institutions, which draws on information about teaching, research, innovation, and employability. We are one of the most popular institutions in the state of Andhra Pradesh, India, attracting the top 5% of EAMCET aspirants, and students are among the most sought-after by employers across the globe. Four undergraduate programs are accredited by the National Board of Accreditation (NBA) New Delhi since 2017. GPCET is accredited by National Accreditation and Assessment Council (NAAC) with an A Grade. The institute also received UGC recognition under Sections 2(f) and 12(B) of the UGC Act. This illustrates positive performance and quality standards we maintain in teaching, research, employability, and innovation.

GPCET has total Faculty strength of 176 with 35% of the faculty being doctorates. Institute has total student strength of 3472. Digital library facilities with access to E-Journals have been provided to support self-learning and research. GPCET has a good placement record of placing 85% of students and around 15% of students joining higher studies. Alumni of the institute have occupied prominent positions across the globe.

Strategic Plan has long-term aspirations to grow GPCET'S to expand its horizon in quality technical education and research to achieve vision "To bring forth professionally competent and socially progressive, capable of working across cultures meeting the global standards ethically".

#### **VISION:**

To prepare professionally superior and ethically strong global manpower in technology and management to serve the nation and the world in the 21st Century.

#### **MISSION:**

To strive hard in training the students with the current technology and motivate them to take up research problems and innovations associated with professional, personality development programs to meet the challenges in this competitive world in an efficient manner.

Further, be instrumental in emanating new knowledge through innovative research that emboldens entrepreneurship and economic development for the benefit of wide spread community

### **IMPLEMENTATION OF NEW EDUCATION POLICY: 2020**

The National Education Policy 2020 (NEP 2020) outlines the vision of India's new education system and the policy aims to transform India's education system. The institute shall chalk out the modalities of its implementation with specific reference to engineering education through:

- ❖ Broad based multi-disciplinary, holistic under graduate education with flexible curricula, creative combinations of courses, integration of vocational education.
- ❖ Various Entry / Exit to be allowed with relevant certification. This will permit students to take a sabbatical and then join back their studies after a period of time, without losing any credits. Students will also be free to choose major and minor courses for their degree.
- ❖ Provide importance to students' practical knowledge
- ❖ Curriculum content will be reduced in each course to its core essentials
- ❖ Experiential learning including multi disciplinary-integrated and sports-integrated education as well as story-telling-based pedagogy and others
- ❖ Creating digital content for online courses in cutting-edge domains, with the mode of delivery being in both English and regional language.

To constitute a committee comprising of senior professors to discuss regarding the National Education Policy 2020 and chalk out the modalities of its implementation in the perspective of GPCET.

Strategic Plan for next five years sets out specific targets in every sphere of activity of the institute academic programmes, research, collaboration with industry, human resource development, entrepreneurship, student life, placement, community outreach and alumni relations. These targets have been set after extensive consultation to ensure that they are both ambitious and achievable

### **PLANNED FOCUS AREAS FOR NEXT FIVE YEARS (3<sup>rd</sup> Phase—Sustainability and Initiatives)**

- ❖ **Strategy 01:** Strengthen research.
- ❖ **Strategy 02:** Outstanding education and student experience. Strategy 03: Groom the faculty and staff.
- ❖ **Strategy 04:** Strengthen foreign collaborations.
- ❖ **Strategy 05:** Improve national and international visibility.
- ❖ **Strategy 06:** Improve institute's processes, accreditations, rankings and dedicate Sustainable Development Goals (SDG) into National Education Policy — 2020
- ❖ **Strategy 07:** Enhance government and industry engagements.
- ❖ **Strategy 08:** Transformative innovation impact, entrepreneurship culture and high Package placements.
- ❖ **Strategy 09:** Broaden funding base.
- ❖ **Strategy 10:** Nurture a strong alumni association.

## **Objectives, Initiatives and KPI Measures for Identified Strategies**

### **Strategy 01: Strengthen research**

#### **Objectives:**

1. Foster and enhance cross-disciplinary and cross-campus research programs
2. Increase faculty awareness of funding opportunities by knowing and disseminating sponsor funding sources and trends.
3. Establish specialized research laboratories and centers of excellence to train graduates and faculty

#### **1. Foster and enhance cross-disciplinary and cross-campus research programs**

##### **Initiatives:**

1. Enhance faculty soft reporting capabilities in multiple departments for collaborative projects (publications and grants)

##### **KPI Measures:**

- ❖ Number of collaborative articles to publish in high impact factor and best quartile journals
- ❖ Number of books / book chapters with best publishers
- ❖ Number of MOUs with ITTs, NITs and Universities listed in top 200 of NIRF india rankings for collaborative research activities

#### **2. Increase faculty awareness of funding opportunities by knowing and disseminating sponsor funding sources and trends.**

##### **Initiatives:**

- ❖ Identify funding opportunities and distribute information to faculty on a regular schedule.

##### **KPI Measures:**

- ❖ Number of awareness programs on writing academic research proposals
- ❖ Submission of research proposals to funding agencies
- ❖ Number of research projects from government and non government funding agencies

#### **3. Establish specialized research laboratories and centers of excellence to train graduates and faculty**

##### **Initiatives:**

- ❖ Strengthening existing research laboratories across departments
- ❖ Establish collaborative CoE centers with grants from govt. and non-govt. agencies
- ❖ Identify thrust areas of expertise and setup labs centers to disseminate the expertise
- ❖ Global data repository for benchmarking the results and testing facilities

##### **KPI Measures:**

- ❖ Number of the existing research laboratories and center of excellences
- ❖ Number of collaborative CoE centers with grants from govt. and non-govt. agencies

- ❖ Benchmarking the results and testing facilities

## **Strategy 02: Outstanding education and student experience**

### **Objectives:**

1. Establish and strengthen a comprehensive advisory system with experts in curriculum development.
2. Consolidate the system for holistic development of students learning system.

### **1. Establish and strengthen a comprehensive advisory system with experts in curriculum development**

#### **Initiatives:**

- ❖ Addressing stakeholders' expectations and local / national / global needs in curriculum development
- ❖ Outcome-based assessment of academic and administrative functions  
Enhance Innovative teaching-learning model like experiential learning
- ❖ Involve international industry experts in curriculum development and strategy formulation

#### **KPI Measures:**

- ❖ Number of academic and administrative assessments which addressing the stakeholders expectations
- ❖ Number of international industry experts participation in curriculum development and strategy formulation

### **2. Consolidate the system For holistic development of students learning system**

#### **Initiatives:**

- ❖ Incentives for participation in extra & co-curricular activities
- ❖ Conduction of Hackathon, ideation, codeathon and hardware design competitions > Organizing soft-skill and personality development programs  
Extend technical and financial support for start-ups  
Inculcation of ethical Practices
- ❖ Implementation of Exceed, project based learning and research based learning
- ❖ Conduction of life skills training programs

#### **KPI Measures:**

- ❖ Student's participation in different activities across the institutes
- ❖ Number of skill up gradation programs
- ❖ Development of products and start-ups
- ❖ Number of life skills training programs

### **Strategy 03: Groom the faculty and staff**

#### **Objectives:**

1. Recruiting outstanding and diverse faculty for transforming students into an employable workforce
2. Encourage faculty to improve qualification
3. Retention of well-qualified and experienced faculty
4. Encourage the faculty to develop and promote the products/technology

#### **1. Recruiting outstanding and diverse faculty for transforming students into an employable workforce**

##### **Initiatives:**

- ❖ Recruitment of new faculty with contemporary research exposure
- ❖ Recruitment of faculty with industry exposure
- ❖ Recruitment of adjunct faculty

##### **KPI Measures:**

- ❖ Number of faculty recruited with research / industry exposure
- ❖ Number of Adjunct Faculty

#### **2. Encourage faculty to improve qualification**

##### **Initiatives:**

- ❖ Encouraging existing faculty to pursue Ph.D. from NITs and IITs
- ❖ Certifications – NPTEL

##### **KPI Measures:**

- ❖ Institutional funding to pursuing Ph.D. scholars
- ❖ Number of NPTEL certifications of faculty

#### **3. Retention of well-qualified and experienced faculty**

##### **Initiatives:**

- ❖ Providing an incentive for a qualification up-gradation / research
- ❖ Implementation of career advancement scheme
- ❖ Sponsoring the faculty to participate in FDPs, STTPs
- ❖ Encourage the faculty to participate in theme based conferences

##### **KPI Measures:**

- ❖ Incentive for qualification up-gradation / research
- ❖ Sanctioning academic leave for higher education
- ❖ Number of faculty benefits by sponsorships to participate in FDPs / STTPs
- ❖ Faculty participation in theme based conferences

#### **4. Engage the services of qualified and competent industry / field experts in teaching and learning**

##### **Initiatives:**

- ❖ Involvement of international industry experts in board of studies
- ❖ Organizing guest lecturers and expert talks in emerging areas
- ❖ Enhance industrial visits for students and staff

##### **KPI Measures:**

- ❖ Number of international industry experts in advisory committees / BoS
- ❖ Expert Lectures by industry personnel
- ❖ Number of Corporate trainings and Visits

#### **Strategy 04: Strengthen foreign collaborations**

##### **Objectives:**

Promote global exposure by enabling exchange programs and international internships / collaborations in the view of MoU

##### **Promote global knowledge exposure**

##### **Initiatives:**

- ❖ Collaborations and MoUs with international universities / organizations
- ❖ Enhance the faculty participation in attending international conferences / symposiums / workshops
- ❖ Organize events in collaboration with international universities for conducting expert talks, training programs, etc.
- ❖ Motivate more of students to pursue their higher studies from standard foreign institutes

##### **KPI Measures:**

- ❖ MOUs with international universities for student and faculty exchange
- ❖ Student and faculty training at foreign universities of laboratories
- ❖ Faculty participation in international events
- ❖ Number of events in association with foreign universities / organization by international experts

#### **Strategy 05: Improve national and international visibility Objectives:**

1. Reposition of institute on the regional and global map of higher education
2. Collaborate the international research centers and experts for joint research proposal submission and execution by faculty members.

##### **1. Reposition of institution on the regional and global map of higher education.**

##### **Initiatives:**

1. Ensure further success of our students in competitive examinations like GRE, TOFEL, GATE, CAT, IFS. UPSC, etc.
2. Use our students, alumni, faculty and staff as our Brand Ambassadors and encourage them to participate in national and international events/competitions, both in India and abroad

**KPI Measures:**

- ❖ Number of students getting ranks in GRE, GATE, CAT, IES, UPSC, etc
- ❖ Student's participation in national and international events/competitions, both in India and abroad.

**2. Collaborate the international research centers and experts for joint research proposal submission and execution by faculty members.****Initiatives:**

- ❖ Ensure the establishment of international research centers in joint research proposal submission and execution by faculty members
- ❖ Conduction of various national and international collaborative activities .
- ❖ Enable our faculty members to visit foreign institutes for one to six months, to broaden their international exposure

**KPI Measures:**

- ❖ Submission of joint research proposals by faculty members in collaborations
- ❖ Number of various national and international collaborative activities
- ❖ Number of faculty members visiting foreign institutes

**Strategy 06: Improve institute's processes, accreditations, rankings and principles of sustainable development goals (SDG), NEP 2020 is based on access, affordability, equity, quality and accountability****Objectives:**

1. Continue to improve national rankings and participation in international rankings.
2. Appropriate integration of Indian Knowledge system (teaching in Indian Language, culture, using online course).
3. Distance education/online education.

**1. Continue to improve National Rankings and participation in international Rankings****Initiatives:**

- ❖ Participation of national and international rankings for improvement
- ❖ Monitor progress and evaluate actions at the end of each year
- ❖ Revise the action plan based on the results and feedback obtained

**KPI Measures:**

- ❖ Rank from National Institutional Ranking Framework (NIRF)

**2. Appropriate integration of Indian Knowledge system (teaching in Indian Language, culture, using online course)****Initiatives:**

- ❖ Design programme plan for promotion of Indian Language, Tradition and Culture
- ❖ Develop Indigenous Knowledge generation and dissemination workshops, campaigns and journals

- ❖ Provide provision for needy students to use of indigenous language in examinations

**KPI Measures:**

- ❖ Number of dissemination workshops, campaigns and journals
- ❖ Provision to use of indigenous language in examinations

**3. Distance education/online education**

**Initiatives:**

- ❖ Testing upgrading Multi-media facilities for Online/Blended/ODL learning
- ❖ Strengthen E-governance
- ❖ Building capabilities of faculty and students
- ❖ Course wise planning regarding Blended/Online/ODL modes.

**KPI Measures:**

- ❖ Number of ODL courses

**Strategy 07: Enhance Government and industry engagements Objectives:**

1. Conduct Industry-Academia Meet with the involvement of officials from both Government and industry.
2. Include industry-elective subjects in our course curriculum; jointly develop the institute and an industry.
3. Develop joint project proposals with industry and/or Government organizations for funding from various funding agencies, and engage our faculty and students in executing these projects.

**1. Conduct Industry-Academia Meet with the involvement of officials from both Government and industry**

**Initiatives:**

- ❖ Approach industry and government officials for IAM
- ❖ Develop strong linkages with more companies and government organizations for more internship and job opportunities for students

**KPI Measures:**

- ❖ Number of IAMB
- ❖ Number of linkages with companies and government organizations

**2. Include industry-elective courses in curriculum, jointly developed by the institute and an industry**

**Initiatives:**

- ❖ Incorporation of industry related courses in curriculum
- ❖ Industry based project initiation

**KPI Measures:**

- ❖ Number of Industry related courses in curriculum
- ❖ Number of industry-based projects

**3. Develop joint project proposals with industry and / or government organizations for funding from various funding agencies.**

**Initiatives:**

- ❖ Identify and approach industry / government officials for projects and schemes

**KPI Measures:**

- ❖ Submission of joint project proposals
- ❖ Meetings with industry / government officials

**Strategy. 08: Transformative innovation impact. Entrepreneurship culture and high package placements**

**Objectives:**

1. Transform students into an employable workforce and entrepreneur
2. Encourage and foster entrepreneurship and products / technology development activities among students and faculty
3. Promote culture of creativity, innovation and entrepreneurship amongst students

**1 Transform students into an employable workforce and entrepreneur Initiatives:**

- ❖ Improve students with stimulating learning environments and opportunities to develop and apply higher level skills and knowledge
- ❖ High quality industry experts' participation in the development of new programs / courses

**KPI Measures:**

- ❖ Number of Career guidance programs
- ❖ Internships and high package placements
- ❖ Number of new programs

**2. Encourage and foster entrepreneurship and products / technology development activities among students and faculty Initiatives:**

- ❖ Carrying student projects up to the level of product development

**KPI Measures:**

- ❖ Number of faculty undertaking industry assignments / consultancy
- ❖ Number of projects moving to product development

**3. Promote global exposure by enabling exchange programs and international internships.**

**Initiatives:**

- ❖ Augment incubation centers to promote startup culture.
- ❖ Enhance the activities of Entrepreneurship Development Cell (EDC)
- ❖ Number of innovation prototype products.

- ❖ Number of EDC programs in association with other institutions

### **Strategy 09: Broaden Funding Base**

#### **Objectives:**

1. Augment technical, legal, and financial support from IPRs
2. External research Grants from Govt and Non Govt Agencies
3. External fund generation from endowment, incubation facility and alumni

#### **1. Augment technical, legal, and financial support from IPRs**

##### **Initiatives:**

- ❖ Promote commercialization of innovative projects / products / IPRs I Books

##### **KPI Measures:**

- ❖ Number of Books / Book chapters
- ❖ Number of IPRs

#### **2. External Research Grants from Gov t and Non Govt Agencies**

##### **Initiatives:**

- ❖ Apply Research Grants DST, AICTE, MSME
- ❖ Initiation to apply foreign funding agencies and grant donar organizations

##### **KPI Measures:**

- ❖ Number of Research Grants DST, AICTE, MSME
- ❖ Number of foreign funding agencies and grant donar organizations

#### **3. External fund generation from endowment, incubation facility and alumni**

##### **Initiatives:**

- ❖ Provide incubation facility
- ❖ Motivate alumni for raising the fund

##### **KPI Measures:**

- ❖ Number of incubators and startups
- ❖ Endowment and alumni fund generation in lakhs

### **Strategy 10: Nurture a strong alumni association Objectives:**

1. Enhance a system to build a bridge between alumni and institute
2. Creating public perception / brand image of the institute in the society
3. Enrichment of curriculum and fostering industry relationships
4. Enrich networking amongst alumni for professional development

#### **1. Enhance a system to build a bridge between alumni and Institute**

##### **Initiatives:**

- ❖ Invited lectures and motivational talks by notable alumni
- ❖ Students exchange programs to be facilitated by alumni
- ❖ Initiation of internship programs by alumni

**KPI Measures:**

- ❖ Invited lectures by alumni
- ❖ Alumni meets
- ❖ **Number of internships**

**2. Creating public perception/ brand image of the institute in society**

**Initiatives:**

- ❖ Involvement of Alumni for improving institute perception
- ❖ Conduction of Awareness Program for aspiring students
- ❖ Felicitating and publicizing alumni for their outstanding performance in their Profession

**KPI Measures:**

- ❖ Awareness programs by alumni
- ❖ Felicitation of alumni for their outstanding performance in their profession

**3. Enrichment of curriculum and fostering industry relationships**

**Initiatives:**

- ❖ Involvement of alumni as BoS, Academic council, and GB members
- ❖ Industry visits through alumni

**KPI Measures:**

- ❖ Number of alumni participating in various board of studies
- ❖ Conduction of industry visits by alumni

**4. Enrich networking amongst alumni for professional development**

**Initiatives:**

- ❖ Establishing alumni chapters nationally and globally
- ❖ Development of official alumni website

**KPI Measures:**

- ❖ Number of alumni chapters
- ❖ Alumni registration with the official website of the institute

  
**PRINCIPAL**

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