



# STRATEGIC PLAN

**2022-2027**

This strategic plan has been approved by the Governing Body with vide ref. No. **September-2022 dated 21.09.2022.**

## **Message**

Bharathi Educational Society, the driving force behind Chaitanya Bharathi Institute of Technology(Autonomous) has set in motion a number of forward looking initiatives.

Chaitanya Bharathi Institute of Technology (Autonomous). The institution is running five Bachelor of Technology programs, Master of Business Administration The Strategic Development Plan (SDP) 2022-2027 would acts as guiding document for the next five years to assess and improve the institution towards delivering high quality education there by earning due recognition. SDP's main focus would be on good governance, best in class teaching- learning, research & innovation and highly employable students who act as brand ambassadors for the institution.

I congratulate and commend the high quality work done by the Principal, Deans, HODs, and Faculty towards developing Strategic Development Plan.

**Wishing all the success!**

**Dr. V. Jaya Chandra Reddy**

**Founder & Chairman**

**CBIT, Proddatur**

## **Principal's Message**

Chaitanya Bharathi Institute of Engineering & Technology (CBIT) is the premier institution both in Andhra Pradesh and at national level. The institution has aimed at achieving centre of excellence status at national level. CBIT plans to secure NIRF ranking among top 200 Institutions by 2027. It is heartening to note that all the hard work by Deans, HODs, Faculty and Staff has resulted in having well- articulated and clearly defined strategic plan document for CBIT 2022-27.

The theme for the strategic development plan covers all critical aspects of the institution. The SDP implementation in its full spirit may lead this institution towards the most preferred institution in India and among all its stake holders. The strategic development plan formulates clear vision, mission, core values, and institutional strategic goals. The key performance indicator of SDP is in its successful implementation and evaluation aspects. I have utmost confidence in the institution's human resources and management capability in true implementation.

I am placing on the record, committed management support, alumni performance and feedback from time to time, Deans, HODs, Faculty and Staff's active participation in making this SDP possible. My heartfelt appreciations to all the members who are directly and indirectly involved in making an implementable document.

Wishing good luck!

**Dr. G. Sreenivasula Reddy**  
**Principal, CBIT**

## **Preface**

An Engineering institution like any other organization requires high level goals with long range planning and strategies to accomplish the Vision and Mission, which it dreams of. Strategic planning is a continuous process with a specific focus on accomplishing short and long term goals in this competitive world. Strategic Development Plan (SDP) analyses the present environment and future scenarios towards the institution should move to achieve its set goals and objectives.

The first part of SDP addresses vision, mission and working on bringing out a good quality policy along with core values. These are achieved through many deliberations with all the stake holders (management, leadership, HODs, faculty, staff, industry, students and parents). Scientific scanning of internal and external environment is done through SWOC analysis. After scanning the environment, institutional goals were set up and strategies to achieve them.

Based on Institutional Vision & Mission, the goals are drawn by holding brainstorming sessions with Deans, HODs and Professors. Institutional strategic goals and strategies are formed with action plans. The process of implementation is worked out and circulated to all the departments. Financial constraints and fund availability is one of important parameters of SDP. Internal Revenue Generation has been given due importance. SDP evaluation and committees to monitor the effectiveness has been clearly spelt out. The final out comes are discussed and approved by the Governing Body (GB).

As a good practice, inputs are drawn from stake holders through active participation and collective inputs. The SDP will stream line the processes and progress of the institution, it will also ensure that CBIT becomes a torch bearer among technical education institutions at National level by 2027.

## **Strategic Development Process**

The Chairman, Secretary and the members of the Governing Body prepare a strategic development plan for the institution in a well-structured format. The authority was given to the Principal to develop strategic plan 2022-27 for the institution. The Principal along with HoD's and senior faculty members were formed a leadership team to take plan of action for developing strategic plan which fulfills stake holders expectations. The Leadership team met a number of times, deliberated in detail and arrived at vision, mission, Institutional policy and core values for Chaitanya Bharathi Institute of Technology. Keeping in view of Vision of the Institute, the team also discussed Institutes strategic goals to be achieved by 2027.

Institution strategic goals formed the main theme for arriving at strategies, sub strategies and road to accomplish them. Each Strategy was attained towards the implementation of plan. Implementation plan worked out all details such as budget, resources needed and leaders responsible to implement with time lines. This implementation is separately maintained by the head of the institution.

Each department plays a pivotal role to work out on their vision, mission and short, mid & long term goals of the institution. The implementation plan for the departments also reflected all details such as budget, resources needed as well as leader responsible with time lines. HODs form the core team for implementing departmental goals under the guidance of Principal/ Chairman.

Strategic Development Plan emphasizes on evaluation measures, monitoring team along with deviation steps if any over a period of time. The evaluative components for each stake holder are clearly spelt out along with periodicity of performance evaluation reviews.

The final draft document was discussed with GB and after its detailed review; the suggestions were incorporated towards its effective implementation. This comprehensive plan forms the guiding plan for the years 2022-27.

## Vision of the Institution

To impart futuristic Technical Education, advance knowledge, research and instill high pattern of discipline that will best serve the nation and the world in the contemporary century. The vision of the institute focuses to emerge as one of the premier institutions through excellence in education and research. The Institute provides high quality technical and management education to attain the vision of the institute. Identifying students' innovative ability is an integral part of research in engineering education. The state of art resources cultivate students' ability of innovative thinking and enhance their creativity towards research in engineering and management education.

An eco-system of research creates a way to consistency, efficiency and sufficiency in research output. The eco-system initiates a path to independent research and creates collaborative research which is essential for the betterment of the society. Innovative student-centric learning methods enhance entrepreneurial skills through Industry Academia Partnership (IAP). Promoting entrepreneurial skills attain the socio-economic development of the nation. Inculcating professional ethics is an integral part of education through which societal development of the nation is fulfilled.

Chaitanya Bharathi Institute of Technology (CBIT) has set its vision as **“To emerge as one of the premier institutions through excellence in education and research, producing globally competent and ethically strong professionals and entrepreneurs.”**

### Mission

To Provide students with an extensive and exceptional education that prepares them to excel in their profession, guided by dynamic intellectual community and be able to face the technically complex world with creative leadership qualities.

Committed in creating and disseminating knowledge, to the students hailing from both, rural and urban areas of Andhra Pradesh and from other parts of India. Endeavors to develop in each student, the ability and passion to work creatively with relevance world problems.

Provides world-class, quality education and gives importance for discipline, ethics and character building.

### Core Values

Professionalism, Commitment, Integrity, Team Work and Innovation

## **Profile of Chaitanya Bharathi Institute of Technology**

Chaitanya Bharathi Institute of Technology was established at Proddatur in YSR (Kadapa) District, Andhra Pradesh, India, with an objective of providing Quality and Value Education to the students. It is one of the flag ship Institutions started by the Well known Philanthropist Sri V. Jaya Chandra Reddy, Secretary and Correspondent along with his young and Energetic Committee members.

Under the Aegis Committee of Bharathi Educational Society, Chaitanya Bharathi Institute of Technology (CBIT) Established in the academic year 2008 with the approval of the All India Council for Technical Education(A.I.C.T.E), New Delhi and the recognition of Government of Andhra Pradesh.

CBIT is permanently affiliated to Jawaharlal Nehru Technological University, Anantapuram (J.N.T.U.A) with the incredible amount of training initiatives that are in full swing, our technocrats will hopefully achieve great heights in the near future.simultaneously, and the task of getting the campus ready to churn out whiz kids of tomorrow by integrating more research labs is in progress.

The institution, it is believed that **change is the only constant thing**. The infrastructure and equipment are constantly upgraded, providing opportunities to the faculty and the students to enhance their skills continuously. The institutions aim at preparing the students to be great problem solvers, project leaders, communicators, and ethical citizens of a global community. Chaitanya Bharathi Institute of Technology (CBIT) is an emerging center for excellence in Engineering & Management education, boast of energetic & experienced faculty, successful students, great infrastructure and excellent placements record. The management encourages the students and the faculty **“Dare to Dream and Strive to Achieve”** The institutes are indeed “dream come true” for many aspiring youngsters from rural areas in Kadapa District, Southern Andhra Pradesh.

Immersed in facilitating the transformation of India, with a renewed vision, in line with **“To emerge as one of the premier institutions through excellence in education and research, producing globally competent and ethically strong professionals and entrepreneurs.”** The institutions have achieved remarkable growth since their inception and have grown from strength to strength under the dynamic and innovative leadership of the Chairman, Dr.V.Jaya Chandra Reddy. In addition to Graduate Engineering (B.Tech.), the institutions have been approved to run Post- graduate (MBA) and Diploma programmes. The total intake of students for CBIT has gone up from 180 in 2008 and to reach more than 1800 by 2027, a testimony of abundant trust placed by the students and the parents in these institutions.

## **Under Graduates Programs in Engineering (B.Tech.)**

- 1) Civil Engineering
- 2) Electrical and Electronics Engineering
- 3) Mechanical Engineering
- 4) Electronics and Communication Engineering
- 5) Computer Science and Engineering
- 6) Computer Science and Information Technology
- 7) CSE(Artificial Intelligence and Machine Learning)
- 8) CSE(Artificial Intelligence and Data Science)
- 9) CSE with specialization in Data Science

## **Management program**

MBA (Business Management)



## Stake Holders' Expectations

<b>Management</b>	<ul style="list-style-type: none"><li>• Global Brand</li><li>• Sustainability</li><li>• Effective Governance</li><li>• Social Responsibility</li></ul>
<b>Leadership Team</b>	<ul style="list-style-type: none"><li>• 20% of Ph.D holders and to reach 40% by 2027</li><li>• Competent Faculty</li><li>• Internal Revenue growth for sustainability</li><li>• Industry oriented education programmes</li><li>• Bench marking through Accreditation of programs and institution</li><li>• Creation of Centers of excellence</li></ul>
<b>Faculty &amp; Staff</b>	<ul style="list-style-type: none"><li>• Good academic &amp; working ambience</li><li>• Career growth ,Research facilities &amp; incentives</li><li>• Academic independence with accountability</li><li>• Transparency and uniform processes</li></ul>
<b>Students</b>	<ul style="list-style-type: none"><li>• Good academic &amp; research ambience</li><li>• Support for co-curricular &amp; Extracurricular activities</li><li>• State of the art infrastructure</li><li>• Experiential learning &amp; Opportunity for talent exposure</li><li>• International learning at affordable cost</li><li>• Quality Placement, career guidance and entrepreneurial opportunities</li></ul>
<b>Parents</b>	<ul style="list-style-type: none"><li>• Branding</li><li>• Quality teaching- learning</li><li>• Disciplined students</li><li>• Good placements</li></ul>
<b>Industry</b>	<ul style="list-style-type: none"><li>• Industry ready professionals with proper attitude</li><li>• Strong fundamentals</li><li>• Industry Academia Partnership</li><li>• MoUs</li><li>• Collaborative Mentorship</li><li>• Accreditations of the institute</li></ul>
<b>Society &amp; Others</b>	<ul style="list-style-type: none"><li>• Graduates with Moral, Ethical and Responsible Citizenship</li><li>• Social service activities by the institution</li><li>• Skill development for needy</li><li>• Resource centre for other institutions</li></ul>

# Environmental Observation and Analysis

## **Economic Factors**

Huge opportunities may come up in terms of placement, Higher Education, research and innovation. This will have positive impact for the institute to provide quality education and research.

**Social Factors** were analyzed and the parent community and society are encouraging their wards and looking for placements besides real education which will enhance knowledge.

**Technological Factors** were discussed and the extensive use of technology in teaching-learning needs to be a key enabler in higher education. Emerging technologies and need for training faculty to face these challenges. E-learning /online learning/online examination may replace traditional class room teaching-learning practice. The faculty needs to change their pedagogical skills to match these challenges.

## **Political Factors**

Higher education is getting a big priority from political decision making. National Skill Development is the need of the hour and funding with a specific focus on building skill inventory needs to be strategically planned.

## **Regulatory Factors**

CBIT is the most preferred institute to pursue technical education.

**Competition** Factors are posing some challenges as many Deemed /Private state universities- Industry lead universities are getting started in many states. Quality teaching, research, ambience and placements could be critical factors. The IQAC will take care with experts.

## SWOC Analysis

<p><b><u>Strengths</u></b></p> <ul style="list-style-type: none"><li>• Committed Management</li><li>• 14 years of standing</li><li>• The most preferred institution</li><li>• Talented students</li><li>• Excellent Infrastructure</li><li>• Quality &amp; Competent Faculty</li><li>• Retention of employees</li><li>• Excellent internships &amp; placements</li><li>• Industry Academia Partnership</li><li>• MoUs</li><li>• Disciplined campus</li></ul>	<p><b><u>Weaknesses</u></b></p> <ul style="list-style-type: none"><li>• Poor Alumni engagements</li></ul>
<p><b>S W O C</b></p>	
<p><b><u>Opportunities</u></b></p> <ul style="list-style-type: none"><li>• Research centres</li><li>• Ph.D programmes</li><li>• 100% placements</li><li>• Starting Integrated programmes</li><li>• Strengthening collaboration with industry in research, consultancy, training &amp; internships.</li><li>• Global initiatives through foreign university tie-ups.</li><li>• Achieving University Status</li><li>• Enhanced community engagement</li></ul>	<p><b><u>Challenges</u></b></p> <ul style="list-style-type: none"><li>• Entry of private universities</li><li>• Multiple compliance requirements and time lines affecting Teaching &amp; research</li><li>• Possible financial crunch</li></ul>

## Strategic Goals

CBIT Leadership Team after brain storming the vision, mission, Institutional policy, core values, environmental factors and SWOC analysis arrived at the step to establish Institution Strategic Goals.

1. Good Governance
2. Leadership Development
3. Physical Infrastructure
4. Financial Management
5. Teaching – Learning infrastructure
6. Library & Information centre
7. Teaching, Learning and Evaluation
8. Attraction, Development, Retention
9. Extra- curricular and co-curricular Activities
10. Quality Assurance Systems
11. Placement, Internships & Career Guidance
12. Industry Academia Partnership
13. Entrepreneurship
14. Research Development & Innovation
15. Alumni Engagement and Interaction
16. University Status
17. Community Service & Extension
18. Global Initiatives

## 1. Good Governance

<b>Governing Body</b>	<ul style="list-style-type: none"> <li>▪ GB appointment as per UGC and affiliating university norms</li> <li>▪ Performance management of GB members through specific responsibilities</li> <li>▪ Evaluation of institutions performance and bench marking</li> <li>▪ Guiding and approving policy matters</li> </ul>
<b>Vision, Mission and Institution Goals</b>	<ul style="list-style-type: none"> <li>▪ Vision, Mission development &amp; their articulation</li> <li>▪ Setting short term and long term goals</li> <li>▪ Institutional Strategic development plan</li> <li>▪ Institutional strategic goals setting</li> </ul>
<b>Transparency &amp; Leadership</b>	<ul style="list-style-type: none"> <li>▪ Transparency in Leadership &amp; appointment of Key positions</li> <li>▪ Service conduct rules and polices formulation, approval &amp; implementation</li> <li>▪ Grievance Redressal mechanism</li> <li>▪ Leadership Development through decentralization</li> <li>▪ Establishing E-Governance</li> </ul>
<b>Internal Quality Assurance Cell &amp; Accreditation</b>	<ul style="list-style-type: none"> <li>▪ Setting up of IQAC with internal &amp; external members to audit processes</li> <li>▪ Establishing internal audit committee for regulatory compliance</li> <li>▪ Systems, checks and balances- Remedial measures.</li> </ul>
<b>Students Participation</b>	<ul style="list-style-type: none"> <li>▪ Students nomination to Governing Body</li> <li>▪ Their suggestions in various academic and student affairs</li> </ul>

## 2. Leadership Development

<b>Developing Ownership</b>	<ul style="list-style-type: none"> <li>▪ Motivating through interactions</li> <li>▪ Partnership incentive plans</li> </ul>
<b>Assessment &amp; Identification</b>	<ul style="list-style-type: none"> <li>▪ Expert committee to assess all existing leaders potential</li> <li>▪ Find gaps and structure changing</li> <li>▪ Identify positions for external</li> </ul>
<b>Decentralization</b>	<ul style="list-style-type: none"> <li>▪ Decentralize the academic, administration and student related</li> <li>▪ Prescribe duties , responsibilities and accountability</li> <li>▪ Rotation of key posts to build leadership</li> </ul>
<b>Development &amp; Job Rotation</b>	<ul style="list-style-type: none"> <li>▪ Develop Leadership competencies</li> <li>▪ Plan for Job rotation /enlargement /enrichment assignments</li> <li>▪ Plan for new /crisis assignments</li> </ul>
<b>Retention Measures</b>	<ul style="list-style-type: none"> <li>▪ Growth retention plans through Career advancement.</li> <li>▪ Golden handcuffs through welfare</li> </ul>

### 3. Physical infrastructure

<b>Green Campus</b> (Keeping with the Vision & Mission)	<ul style="list-style-type: none"><li>▪ Plantation, Rain water harvesting and green cover</li><li>▪ Energy harvesting &amp; management</li><li>▪ Hygiene</li></ul>
<b>Academic infrastructure</b>	<ul style="list-style-type: none"><li>▪ Aesthetic Class rooms, Tutorials, Seminar halls</li><li>▪ World Class Auditorium</li><li>▪ State of the art Laboratory &amp; equipment</li></ul>
<b>Library</b>	<ul style="list-style-type: none"><li>▪ Library infrastructure up gradation</li><li>▪ Functional Furniture and fittings for e-learning</li></ul>
<b>Sports, Hostel &amp; Canteen</b>	<ul style="list-style-type: none"><li>▪ Developing sports ( indoor/outdoor) facilities</li><li>▪ Hobby clubs, Canteen</li><li>▪ Hostels facility for boys &amp; Girls within the campus</li></ul>

### 4. Financial Management

<b>Budgeting</b>	<ul style="list-style-type: none"><li>▪ Department wise Budget planning of all heads of accounts</li><li>▪ Forecast &amp; estimation of revenue</li><li>▪ Forecast &amp; estimation of expenditure</li><li>▪ Emergency plans</li><li>▪ Budget formulation &amp; approval</li></ul>
<b>Financial Governance</b>	<ul style="list-style-type: none"><li>▪ Planned expenditure management</li><li>▪ Procurement and Financial policies implementation</li><li>▪ Monthly Audit ( internal /External ) checks- balances</li><li>▪ Support through research, consultancy and training</li></ul>
<b>Outflow Management &amp; Growth plans</b>	<ul style="list-style-type: none"><li>▪ Monitoring expenses as per budget planning</li><li>▪ Predicting internal revenue generation</li><li>▪ Growth- Expansion plans</li></ul>

## **5. Teaching- Learning Infrastructure**

<b>Smart Class rooms</b>	<ul style="list-style-type: none"><li>▪ Smart boards</li><li>▪ Multi-room instructional facility</li><li>▪ E-Learning facilities</li></ul>
<b>Laboratory- R&amp;D Equipment</b>	<ul style="list-style-type: none"><li>▪ R&amp;D Laboratory and its maintenance</li><li>▪ Simulators</li><li>▪ Industry equipment (centers of competence) for consultancy</li></ul>
<b>Information and Communications Technology</b>	<ul style="list-style-type: none"><li>▪ Licensed soft ware's- Higher BW</li><li>▪ Hardware (Servers, Computers...etc)</li><li>▪ Pedagogy tools</li><li>▪ Online learning tools</li><li>▪ Evaluation &amp; assessment tools</li><li>▪ Learning Management System</li><li>▪ Internet speed(1Gbps)</li></ul>
<b>Books &amp; E-Learning</b>	<ul style="list-style-type: none"><li>▪ Books, Journals, Periodicals, Magazines</li><li>▪ Online access to E-media</li><li>▪ Departmental library books</li></ul>

## **6. Library & Information Centre**

<b>Infrastructure enhancement</b>	<ul style="list-style-type: none"><li>▪ Budget allocation</li><li>▪ Infrastructure ( Buildings &amp; Furniture)</li><li>▪ CCTV</li></ul>
<b>Removal of obsolescence in Books &amp; Resources</b>	<ul style="list-style-type: none"><li>▪ Books, journals procurement, storage and retrieval</li><li>▪ Resources automation &amp; Access ( 24X 7)</li></ul>
<b>Digital &amp; E-Library</b>	<ul style="list-style-type: none"><li>▪ Digitization of Library resources</li><li>▪ Establishing cloud based e-library &amp; online access</li></ul>

## **7. Teaching-Learning and Evaluation Process**

<b>Bench mark with Premier institutes</b>	<ul style="list-style-type: none"> <li>▪ Constitute academic teams and visit premier institutions</li> <li>▪ Customize &amp; Implement best practices</li> </ul>
<b>Curriculum Design &amp; Lesson plan</b>	<ul style="list-style-type: none"> <li>▪ Design curriculum as per all graduate attributes and expectations of stake holders</li> <li>▪ Develop lesson plan as per OBE &amp; academic calendar</li> <li>▪ Develop e-learning content</li> <li>▪ Benchmark with industry requirements</li> </ul>
<b>Upgrading faculty &amp; staff competence</b>	<ul style="list-style-type: none"> <li>▪ Conduct training need analysis every two years</li> <li>▪ Conduct / depute faculty and staff for competence development</li> <li>▪ Support paper publications and presentations</li> <li>▪ Provide opportunities for networking</li> </ul>
<b>Knowledge Delivery &amp; Outcome based education</b>	<ul style="list-style-type: none"> <li>▪ Define outcomes of each teaching learning initiative</li> <li>▪ Continuous Assessment and evaluation to measure outcomes</li> <li>▪ Establish Research Culture</li> <li>▪ Access to online learning</li> <li>▪ Mentor on academic, career &amp; higher educational opportunities</li> </ul>
<b>Evaluation &amp; Assessment</b>	<ul style="list-style-type: none"> <li>▪ Create proper feedback system</li> <li>▪ Continuous progress assessment</li> <li>▪ Question bank development , Mid-terms and End examinations</li> </ul>

## **8. Attraction, development and retention**

<b>Talent Hiring &amp; Retention policy</b>	<ul style="list-style-type: none"> <li>▪ Merit based hiring policy formulation &amp; implementation</li> <li>▪ Career advancement Schemes</li> <li>▪ Critical talent identification &amp; retention measures</li> </ul>
<b>UGC /AICTE Scales, Rewards &amp; Recognitions</b>	<ul style="list-style-type: none"> <li>▪ UGC /AICTE scales implementation for all cadres / designations</li> <li>▪ Additional cadres to be created for deserving staff</li> <li>▪ Rewards – recognitions &amp; incentives</li> <li>▪ Welfare policy formulation &amp; implementation</li> </ul>
<b>Conducive working environment</b>	<ul style="list-style-type: none"> <li>▪ Best work facilities and infrastructure</li> <li>▪ Role &amp; responsibilities clarity and empowerment</li> </ul>
<b>Career growth &amp; Development</b>	<ul style="list-style-type: none"> <li>▪ Sponsorship/ Deputation, sabbaticals for higher education &amp; Exchange programmes</li> <li>▪ Sponsorship to participate in national /international conferences</li> <li>▪ Deputation to premier national Institution</li> </ul>



## 9. Extra-Curricular and Co-curricular activities

<b>State of the art infrastructure</b>	<ul style="list-style-type: none"><li>▪ Budget allocation</li><li>▪ Establish state of the art infrastructure ( indoor/outdoor)</li><li>▪ Formation of hobby clubs</li><li>▪ NSS activities</li><li>▪ Departmental student association</li></ul>
<b>Coaching, training &amp; competitions</b>	<ul style="list-style-type: none"><li>▪ Regular training /coaching classes</li><li>▪ Participation in tournaments/competitions</li><li>▪ Hosting competitions/ tournaments</li></ul>

## 10. Quality Assurance Systems

<b>Establishing Quality Systems</b>	<ul style="list-style-type: none"><li>▪ Setting up bench marks &amp; system flow</li><li>▪ Quality Policy steering committee</li><li>▪ Publishing Quality system design &amp; culture</li><li>▪ Educating &amp; Training of all employees</li></ul>
<b>Internal Quality Assurance &amp; Assessment cell</b>	<ul style="list-style-type: none"><li>▪ Developing IQAC team</li><li>▪ Periodic checks and guidance</li></ul>
<b>Accreditation &amp; Certifications</b>	<ul style="list-style-type: none"><li>▪ Internalize the process based on</li><li>▪ Choose accreditation/certification agency</li><li>▪ Audit and certifications</li></ul>
<b>Audit Internal Controls</b>	<ul style="list-style-type: none"><li>▪ Establish audit process &amp; audit teams</li><li>▪ Train internal auditor teams</li><li>▪ Audit and remedial measures</li></ul>
<b>Continual improvement, Rewards &amp; Recognitions</b>	<ul style="list-style-type: none"><li>▪ Strengthening Quality assurance cell</li><li>▪ Identifying achievements &amp; best practices</li><li>▪ Quality circle competitions &amp; rewards</li><li>▪ Annual competitions</li></ul>

## **11. Placements, Internships & Career Guidance**

<b>Placement &amp; Career guidance Department</b>	<ul style="list-style-type: none"> <li>▪ Dedicated team</li> <li>▪ Modernization of infrastructure (Video conferencing, interview &amp; conference rooms)</li> <li>▪ Video recording of mock up interviews of students and feedback</li> </ul>
<b>Industry MoUs- Intelligence</b>	<ul style="list-style-type: none"> <li>▪ Data base of various potential industries/companies</li> <li>▪ MOU s and relationship management</li> <li>▪ Industry experts as resource persons</li> </ul>
<b>Training &amp; Development</b>	<ul style="list-style-type: none"> <li>▪ Awareness programmes</li> <li>▪ Value added programmes (soft skills &amp; domain expertise)</li> <li>▪ Competency enhancement centre</li> </ul>
<b>Internships, Placement process &amp; Success stories</b>	<ul style="list-style-type: none"> <li>▪ Internships planning and execution</li> <li>▪ Placement process co-ordination</li> <li>▪ Success stories celebration- Brand building</li> </ul>

## **12. Industry Academia Partnership (IAP)**

<b>Industry Data base &amp; Intelligence</b>	<ul style="list-style-type: none"> <li>▪ Strengthen placement, training and industry institute interaction cell</li> <li>▪ Identify branch wise preferred industries &amp; companies</li> <li>▪ Identification of potential areas of research</li> <li>▪ MoUs with potential industries/companies</li> <li>▪ Professional bodies membership</li> </ul>
<b>Leverage Industry Resources</b>	<ul style="list-style-type: none"> <li>▪ Invite industry experts for guest lecturers /talks/seminars</li> <li>▪ Leverage for internships, research projects, consultancy &amp; placements</li> </ul>
<b>Leverage Institutional Resources for Industry</b>	<ul style="list-style-type: none"> <li>▪ Training and talks by faculty</li> <li>▪ Consultancy and testing to industry</li> <li>▪ Enrolling industry personnel for Ph.D.</li> </ul>
<b>Setting up Centres of Excellence</b>	<ul style="list-style-type: none"> <li>▪ Identify potential industries who can establish centres of excellence department wise</li> <li>▪ Establish and operationalize centres of excellence</li> <li>▪ Setting up of chairs in specific domains by industry</li> </ul>

### **13. Entrepreneurship**

<b>EDP Cell</b>	<ul style="list-style-type: none"><li>▪ Establishment of dedicated EDP cell</li><li>▪ Budget /seed funding for funding initial projects</li><li>▪ Identification of emerging areas of entrepreneurship</li></ul>
<b>Identification of students, mentors &amp; Training</b>	<ul style="list-style-type: none"><li>▪ Identify interested students for entrepreneurship</li><li>▪ Identify mentors from successful entrepreneurs from Alumni/others</li><li>▪ Formal training on entrepreneurship</li></ul>
<b>Leverage Promotion agencies</b>	<ul style="list-style-type: none"><li>▪ EDP agencies and networking</li><li>▪ Competitions participation</li><li>▪ Leverage for funding &amp; support</li></ul>
<b>Incubation &amp; Pilot projects</b>	<ul style="list-style-type: none"><li>▪ Establish incubation centre for prototypes</li><li>▪ Provide incubation support for students</li><li>▪ Incubation support for outside SMEs</li></ul>

### **14. Research, Development and Innovation**

<b>R&amp;D Infrastructure &amp; Teams</b>	<ul style="list-style-type: none"><li>▪ Enhancing R&amp;D laboratories in all departments</li><li>▪ Modernisation and removal of obsolescence of laboratories</li><li>▪ Competent technical staff for R&amp;D labs</li></ul>
<b>Establishing Centres of competence</b>	<ul style="list-style-type: none"><li>▪ Fund raising through Project proposals</li><li>▪ Apply for TEQIP/Government/ other funding</li><li>▪ Establishing centres of excellence</li><li>▪ Establishing Consultancy cell</li></ul>
<b>MOU with premier institutes/ R&amp;D labs</b>	<ul style="list-style-type: none"><li>▪ MoUs with higher learning institutions in India</li><li>▪ Collaboration with IITs,</li><li>▪ Multi &amp; inter disciplinary research and product development</li></ul>
<b>Incubation Centre /Product Development</b>	<ul style="list-style-type: none"><li>▪ Encourage “idea to product” pre-incubation activities</li><li>▪ Increasing incubation centres</li><li>▪ Focus on Product development</li><li>▪ Startup of maker Space - Product and development</li></ul>
<b>Setting up of Patent cell</b>	<ul style="list-style-type: none"><li>▪ Patent filing, Scaling up &amp; commercialization</li><li>▪ Starting of patent cell</li><li>▪ Appointment of search and Patent Attorney</li></ul>

## **15. Alumni Engagement & Interaction**

<b>Alumni Association</b>	<ul style="list-style-type: none"> <li>▪ Strengthen Alumni association and engagement</li> <li>▪ Establish alumni association office on campus, engage students</li> <li>▪ Enhancing chapters and networking</li> </ul>
<b>Relationships &amp; Leveraging</b>	<ul style="list-style-type: none"> <li>▪ Regular interactions /invitations</li> <li>▪ Recognise successful alumni</li> <li>▪ Leverage for guest lecturers/internships/placements</li> <li>▪ Academic advisors/ Board of governors</li> </ul>
<b>Endowments</b>	<ul style="list-style-type: none"> <li>▪ Explore Contributions / endowment partnering</li> <li>▪ Brand ambassadors</li> <li>▪ Sponsorships/scholarships</li> </ul>

## **16. University Status**

<b>Vision &amp; Budget allocation</b>	<ul style="list-style-type: none"> <li>• Discussion in Governing Body and approval for University status</li> <li>• Resource planning &amp; budget approval</li> </ul>
<b>Preparation of pre-assessment</b>	<ul style="list-style-type: none"> <li>• Preparation for pre-assessment &amp; assessment</li> </ul>
<b>Accreditation &amp; Certifications</b>	<ul style="list-style-type: none"> <li>• Accreditation &amp; Assessment cell</li> <li>• Inspections preparation &amp; Approvals as per norms</li> </ul>
<b>Statutory Inspections</b>	<ul style="list-style-type: none"> <li>• Statutory inspections planning and preparation</li> <li>• Inspections facilitation &amp; remedial measures</li> <li>• Provisional university approval status</li> </ul>

## **17. Community Service and Extension activities**

<b>Budget and Resources</b>	<ul style="list-style-type: none"> <li>▪ Budget from institution resources</li> <li>▪ Budget from Faculty/students/Govt/other donors</li> </ul>
<b>Village &amp; Rural Projects</b>	<ul style="list-style-type: none"> <li>▪ Study rural projects and challenges</li> <li>▪ Explore &amp; provide support to the execution of projects</li> </ul>
<b>Vocational training</b>	<ul style="list-style-type: none"> <li>▪ Identify the job oriented courses as per local needs</li> <li>▪ Provide vocational training at the institute</li> <li>▪ Educational tuitions/ support to village students</li> </ul>
<b>Health and hygiene support</b>	<ul style="list-style-type: none"> <li>▪ Conducting health awareness camps</li> <li>▪ Providing free medicines to the needy</li> <li>▪ Psychological and psychiatric support</li> </ul>

## **18. Global Initiatives**

<b>New Campuses / Programs</b>	<ul style="list-style-type: none"><li>▪ MoUs with the governments of developing countries</li><li>▪ Twinning programmes with leading universities of developed countries</li></ul>
<b>Foreign Students</b>	<ul style="list-style-type: none"><li>▪ Attracting foreign students</li><li>▪ Twinning programmes with foreign students</li></ul>
<b>MoUs with Foreign Governments/ Institutions</b>	<ul style="list-style-type: none"><li>▪ Identify foreign higher level learning institutions</li><li>▪ MOUs with potential partner institutions</li><li>▪ MOUs with governments for education &amp; projects</li></ul>

## **Strategy Implementation and Monitoring**

Strategic development plan once approved by Governing Body the next immediate step is its implementation in true spirit. Strategy when being implemented, the progress shall be measured from time to time through the IQAC. SMART (specific, Measurable, Attainable, Realistic and Time bound) concept is made use of while arriving at implementation plans. All the measures of success are clearly spelt out in the implementation document and Head of the institution along with leadership team is the custodian for implementation and its success.

### **Implementation Plan at Institution Level**

Good Governance & Administration	GB, Chairman, Members of GB
Finance Management	Finance Committee, Principal
Institution Statutory Compliance	Principal and Coordinators
Branding /Expansion	GB members, Leadership team & Public relations team
University Status	GB / Special Committee
Talent Management	GB, Chairman and Principal
Infrastructure (physical)	GB, Chairman, Team
Infrastructure-Academics	Principal, HODs and Senior Faculties
Teaching- Learning	Principal, HODs, Faculty and Staff
Research	Director (R&D)
Student affairs	Dean (Students' welfare)
Student admissions	Admission Committee, Principal
Departmental activities	HODs and Faculty
Placement & Training	Training and Placement Officer and HoDS

### **Measurable during Implementation**

<b>Good Governance</b>	GB selection, appointment, functioning, good governance initiatives, Management commitment, Vision-Mission reviews, Number of meetings conducted, decisions made, Committees appointment, performance , Polices implementation, grievance procedures, Educational ERP implementation. etc.
<b>Talent Management</b>	Recruitment, Selection of faculty, staff, salary, attrition rate, benefits as per UGC/AICTE norms, Asses Faculty and staff performance.
<b>Student Intake Quality</b>	APEAPCET ranking, Students profile, Intermediate marks.

<b>Student Academic Performance</b>	Pass percentage, number of top grades, Graduate attribute attainment levels and alumni feedback.
<b>Placement</b>	Number of offers made through placement department, average salaries offered, Companies visiting the campus, Number of graduates pursuing higher education, number of students becoming eligible for higher education through GRE/GATE/CAT/GMAT...etc, Public sector and other Government jobs, percentage of graduates becoming Entrepreneurs.
<b>Curriculum</b>	Curriculum review & design, Industry partnerships, Faculty training on new areas, Introduction of new programmes, electives offered in emerging areas.
<b>Alumni</b>	Alumni data base, number of interactions, support for internships, placements, projects, scholarships, consultancy and contribution towards infrastructure development.
<b>Research and Consultancy</b>	Publications in national/international journals and conference proceedings, Patents filed, conferences & workshops organised, New MoUs signed with academic and industrial organizations, Centres of competence established.
<b>Physical Infrastructure</b>	Number of buildings, class rooms added, removal of obsolescence, equipment added, annual budget allocated & utilized.
<b>Social Responsibility</b>	Number of villages adopted, vocational trainings provided, social projects undertaken and skill development programs for marginal section of the society.
<b>Extra- Curricular Activities</b>	Number of student participants, number of tournaments won, number of sports and Techno-cultural events organized, Regional, National & International recognitions received, competitions participated.
<b>Sources of Funding</b>	Students – Tuition Fees, Government reimbursements, Government grants, Industry Sponsorships, Funding raised through sponsored Projects, Alumni Contribution,

The following leadership team Formed to formulate Strategic plan and to monitor its implementation from time to time.

- **Chairman, GB**
- **Principal**
- **HOD's**
- **Professors/Faculty/Staff**
- **Student representatives**
- **Industry representatives**
- **Accreditation/ Inspection bodies**

#### **Conclusion**

CBIT was started with humble beginning in 2008. The Institute has progressively grown and attained many mile stones. The institute has proved its growth in admission and placements; Strategic Development Plan (SDP) is an outcome of committed Management, leadership team under Principal, steering committee's detailed deliberations with all the stakeholders. This collective responsibility ensures participation, management of the plan among all the stakeholders. The institutional strategic goals have strategies with detailed implementation plan to ensure success and sustainability over a period of time. The Execution of operational implementation is monitored by continuous changing standard. The strategy is not static document but dynamic due to continuous changing environment and it is an ongoing process to evolve as per the requirement.

  
PRINCIPAL

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