

# GOVERNMENT COLLEGE OF ENGINEERING, SALEM



## STRATEGIC PLAN

2020-2025

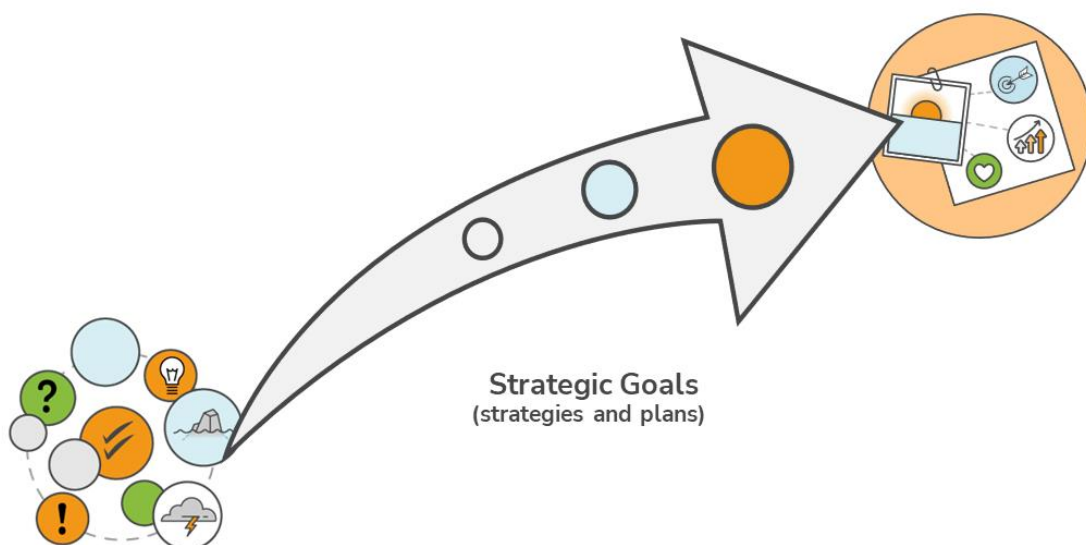


**Internal Quality Assurance Cell**

**Internal Quality Assurance Cell**  
**Government College of Engineering, Salem-11**



**Strategic Plan**  
**(2020-2025)**



# Strategic Plan (2020-2025)

- ✚ Among Top Five State Technical Institutions
- ✚ Multi-Dimensional Skill Delivery beyond Classroom Learning
- ✚ Major Destination for Industries to Pick Engineers
- ✚ Entrepreneurial Culture and Startups
- ✚ Infusing Unlimited Soft Skills
- ✚ Excellent Synergy with Industries
- ✚ Focus on Research Activities
- ✚ National Level Achievements in Sports with Modern Indoor Stadium
- ✚ Outstanding Alumni Relationship for Institutional development

## Vision and Mission Statements

### Vision:

We envision our students as excellent Engineers not only in the field of Science and Technology, but also in good citizenship and discipline. Our commitment lies in producing comprehensive knowledge seekers and humane individuals, capable of building a strong and developed nation.

### Mission:

1. To impart updated technical education and knowledge.
2. To groom our young students to become professionally and morally sound engineers.
3. To reach global standards in academics and value-based education.

## Correlation: Strategic Plan – Vision & Mission

Strategic Plan	Vision Statement	Mission Statement
<b>Among Top Five State Technical Institutions</b>	Producing comprehensive knowledge seekers and humane individuals; excellence in Science and Technology.	Impart up-to-date technical education and knowledge; reach global standards in academics.
<b>Multi-Dimensional Skill Delivery</b>	Producing comprehensive knowledge seekers and humane individuals.	Impart up-to-date technical education and knowledge; groom professionally and morally sound engineers.
<b>Major Destination for Industries to Pick Engineers</b>	Excellent Engineers in Science and Technology; building a strong and developed nation.	Groom professionally and morally sound engineers; reach global standards in academics.
<b>Entrepreneurial Culture and Start ups</b>	Comprehensive knowledge seekers and humane individuals; building a strong and developed nation.	Impart up-to-date technical education and knowledge; groom professionally and morally sound engineers.
<b>Infusing Unlimited Soft Skills</b>	Good citizenship and discipline; comprehensive knowledge seekers.	Groom professionally and morally sound reach global standards in academics.
<b>Excellent Synergy with Industries</b>	Excellent Engineers in Science and Technology; building a strong and developed nation.	Impart up-to-date technical education and knowledge; reach global standards in academics.
<b>Focus on Research Activities</b>	Comprehensive knowledge seekers in Science and Technology.	Impart up-to-date technical education and knowledge; reach global standards in academics.
<b>National Level Achievements in Sports</b>	Good citizenship and discipline	Groom professionally and morally sound engineers;
<b>Outstanding Alumni Relationship</b>	Good citizenship and discipline; comprehensive knowledge seekers.	Groom professionally and morally sound engineers; reach global standards in academics.

## Strategy 1: Among Top Five State Technical Institutions

### Objective 1

### Enhance Academic Excellence

#### Initiatives

- ❖ Design Curriculum framework with industry requirements
- ❖ Enrich the curriculum with cross-cutting issues
- ❖ Encourage the faculty members to pursue higher studies
- ❖ Achieve high academic standards & student performance

#### KPI Measures

- ❖ Involving industry experts in Curriculum design committee (Yes/No)
- ❖ Number of new courses introduced in the curriculum (>20% for 5 years)
- ❖ Number of Faculties with PhD (>=70%)
- ❖ Increase in pass percentage of outgoing students (>=90%) and increase in percentage of higher grades (>8.5 CGPA)
- ❖ Percentage of students placed/progressed to higher education (>95% every year)

### Objective 2

### Improve Infrastructure & Resources

#### Initiatives

- ❖ Upgrading Laboratories and Libraries with state-of-the equipment and resources
- ❖ Establish Centre of Excellence
- ❖ Develop Smart Classrooms

#### KPI Measures

- ❖ Percentage of expenditure for infrastructure augmentation (>50% for 5 years)
- ❖ Percentage of expenditure for the purchase of books/subscription to journals (>10% for 5 years)
- ❖ Number of Centre of Excellence (1 in 2 years)
- ❖ Percentage of Smart Classrooms (100%)

### Objective 3

### Enhance Institutions Reputation & Ranking

#### Initiatives

- ❖ Apply for NBA/NAAC accreditation
- ❖ Participate in NIRF

#### KPI Measures

- ❖ Number of UG & PG programmes accredited (100%)
- ❖ Grade in NAAC accreditation (A++ by 2024)
- ❖ Ranking in NIRF (within 100)

## Strategy 2: Multi-Dimensional Skill Delivery beyond Classroom Learning

### Objective 1

To provide broad range of skills including technical, practical and soft skills

#### Initiatives

- ❖ Utilize online platforms and resources to provide flexible and accessible soft skills training.
- ❖ Provide global knowledge exposure

#### KPI Measures

- ❖ Number of online/NPTEL/SWAYAM courses attended by students (10 /Year)
- ❖ Percentage of students qualified for national/international level exams (>2% /years)
- ❖ Number of lectures given by international alumni experts ( 6 /year)

### Objective 2

Implement hands-on learning experiences and real-world applications

#### Initiatives

- ❖ Provide Internship Training opportunities to students
- ❖ Encourage students to take up Industry Projects
- ❖ Organize Industrial Visit

#### KPI Measures

- ❖ Percentage of students completing internships before graduation. (100%)
- ❖ Number of students participating in live/industry projects (>20% of students /Year /dept)
- ❖ Number of industrial visits per semester (6 /year/department)

### Strategy 3: Major Destination for Industries to Pick Engineers

#### Objective 1

To Strengthen MoUs with leading industries for Internship and Placements

##### Initiatives

- ❖ Establish MoUs with industries for industry specific training programmes
- ❖ Improve On-Campus Recruitment Drives

##### KPI Measures

- ❖ Number of MoUs with Industries (1 /Year/ Dept)
- ❖ Number of On-Campus Recruiters

#### Objective 2

Enhance Employability of students

##### Initiatives

- ❖ Integrating courses related to Employability Skills into the curriculum

##### KPI Measures

- ❖ Number of Employability Enhancement Courses integrated into the curriculum

### Strategy 4: Entrepreneurial Culture and Startups

#### Objective 1

To Creating Entrepreneurial mind set among students

##### Initiatives

- ❖ Establish Entrepreneurship Development Cell & Start up Cell
- ❖ Integrate the courses to inculcate entrepreneurial skills
- ❖ Organize entrepreneurship awareness programmes

##### KPI Measures

- ❖ Number of Entrepreneurship courses offered in the curriculum
- ❖ Number of programmes on entrepreneurship conducted

## Strategy 5: Infusing Unlimited Soft Skills

### Objective 1

### Integrate Soft Skills Training into the Curriculum

#### Initiatives

- ❖ Develop analytical and critical thinking skills to solve complex problems
- ❖ Provide Internship Training opportunities to students

#### KPI Measures

- ❖ Percentage of skill development courses introduced during curriculum revision
- ❖ Number of Courses relevant to Ethics and Management

### Objective 2

### Create a Culture of Continuous Soft Skills Development

#### Initiatives

- ❖ Conduct Career development and guidance for Competitive Exam programmes
- ❖ Enhance Social Outreach activities through NCC, NSS, Standards Clubs, Environmental Club etc.,

#### KPI Measures

- ❖ Number of career development and guidance for competitive exam programmes (2 /dept/year)
- ❖ Number of programmes organized for extracurricular activities
- ❖ Number of extension and outreach activities organized (15/Year)



## Strategy 6 : Excellent Synergy with Industries

### Objective 1

### Establish Industry collaboration for enhanced learning

#### Initiatives

- ❖ Update course content in relevant to industry trends and advancements
- ❖ Involving Industry Experts on various advisory committees

#### KPI Measures

- ❖ Frequency of curriculum updates based on recommendations from industry experts (3-4 years)

### Objective 2

### Establish Industry Collaboration for consultancy and research projects

#### Initiatives

- ❖ Offer consultancy services to industries with faculty expertise and institutional resources
- ❖ Carryout research Project with partnership industries

#### KPI Measures

- ❖ Number of Consultancy activities carried out every year
- ❖ Revenue Generated through consultancy every year (35 lakhs/year)
- ❖ Number of collaborative research projects

## Strategy 7 : Focus on Research Activities

### Objective 1

#### Establish & Promote research ethics in institution

##### Initiatives

- ❖ Encourage faculty members to publish papers in high impact journals
- ❖ Encourage faculty members to publish books/chapters

##### KPI Measures

- ❖ Number of Publications in Scopus/Web of Science indexed Journals (>125 Publications/year)
- ❖ H-index of the institution (>20)

### Objective 2

#### Enhance Research Output and Quality

##### Initiatives

- ❖ Secure External Funding from DST/AICTE, etc.,
- ❖ Research Infrastructure

##### KPI Measures

- ❖ Number of research projects funded by government, non-government, industry and international bodies
- ❖ Amount invested in research facilities annually

## Strategy 8 : National Level Achievements in Sports with Modern Indoor Stadium

### Objective 1

### Develop top-tier sports facilities and programs

#### Initiatives

- ❖ Upgrade sports facilities
- ❖ Organize state/national level sports events

#### KPI Measures

- ❖ Students usage rate in modern indoor stadium.
- ❖ Number of sports programmes organized by the institution

### Objective 2

### Achieve national recognition in sports competitions

#### Initiatives

- ❖ Conduct Training Programs to the students
- ❖ participation in state/national level competitions

#### KPI Measures

- ❖ Number of awards/ medals/ outstanding performance in national/ international level and recognitions. (10/year)

## Strategy 9 : Outstanding Alumni Relationship for Institutional Development

### Objective 1

### Strengthen Relationships with Alumni

#### Initiatives

- ❖ Registration of GCE Salem Alumni Association under Society Act
- ❖ Organize Programmes involving Alumni

#### KPI Measures

- ❖ Organize Alumni Meet Annually
- ❖ Number of invited talks by Notable Alumni (6/year/Dept)

### Objective 2

### Utilize Alumni for Mentorship, Networking, and Support

#### Initiatives

- ❖ Involving Alumni in PAC, BoS, IQAC, Academic Council, and BOG Committee
- ❖ Alumni Contribution and support for Scholarship and Infrastructure

#### KPI Measures

- ❖ Number of alumni participation in PAC, BoS, IQAC, Academic Council and BOG Committee (Yes/No)
- ❖ Alumni contribution for welfare students (Rs.4 Lakh/year)



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