STRATEGIC PLAN
(2018-2023)

GOVERNMENT COLLEGE OF TECHNOLOGY

COIMBATORE 641013

(An Autonomous Institution Affiliated to Anna University,Chennai)

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Executive summary

Government college of Technology, a premier Institution of Government of Tamilnadu, established in 1945, gives high priority to quality technical education to students by imparting knowledge, skill and behaviour through innovative and effective teaching learning process. It offers 9 full time Under graduate, 4 part time under graduate and 11 post graduate programs. All the departments are research centres as well, recognised by Anna University. Most of the faculty are doctorates and highly experienced for more than 15 years. It conducts refresher courses, Faculty development programs, national and international conferences to update the knowledge of faculty abreast to latest developments in their respective fields. The institution acquired autonomous status in 1987 and has been consistently achieving academic excellence. Internet facility is made available with WIFY 24x7 internet access. Institution ensures greater than 80% campus placement. Graduates from this institution are in top positions in academic, research and industrial organisations across the globe. The institution has very good support system which includes general and digital library, transport, dispensary, bank, post office, cafeteria, cooperative stores, sports and games and alumini centre. The institution is a member of INDEST to access international e journals and NKN. Institution has local chapters of professional societies like IEEE, ISTE, SAE, IE and IGS. Students involve in activities of NSS, NCC, YRC, LDS, SJC, TEDex, Green Club, Rotract Club, tamil mandram etc. to enhance their co and extra curricular activities.

General

The Principal, HODs and senior faculty members of the Governing Body have felt the need of preparing a strategic development plan for the institution. The mandate was given to the Institutional Development Committee which consists of HODs of various departments to develop strategic plan 2018-2023 for the institution.

The team met and brain stormed on SWOC and stake holders expectations. The team met a number of times, deliberated in detail and arrived at quality policy and core values for the college. Environment scanning was done keeping vision in mind. The team also discussed about Institutes strategic High Level Goals to be achieved by 2023

Institution strategic goals formed the main theme for arriving at strategies, sub strategies and road to accomplish them. Each Strategy was deliberated and sub-strategies were arrived towards implementation plan. Departments play a pivotal for the institution; hence each department worked out on their vision, mission and short & long term goals. 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.

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 BOG and after its detailed review; the suggestions were incorporated towards its effective implementation. This comprehensive plan forms the guiding plan for the years 2018-2023.

Vision

To emerge as a centre of Excellence and eminence by imparting futuristic technical education in keeping with global standards, making our students technologically competent and ethically strong so that they can readily contribute to the rapid advancement of society and mankind.

Mission

- To achieve Academic excellence through innovative teaching and learning practices.
- To enhance employability and entrepreneurship
- To improve the research competence to address societal needs.
- To inculcate a culture that supports and reinforces ethical and professional behaviour for a harmonious and prosperous society.

Core values

Integrity

Honest in intention, fair in evaluation, transparent in deeds and ethical in our personal and professional conduct that stands personal and public scrutiny.

Excellence

Commitment to continuous improvement coupled with a passion for innovation that drives the pursuit of the best practices; while achievement is always acknowledged, merit will always be recognized.

Unity

Building capacity through trust in others' abilities and cultivating respect as the cornerstone of collective effort.

Inclusivity

No one left behind; no one neglected; none forgotten in the mission of nation-building through higher learning

SWOC Analysis

Institutional Strength

- Premier Institute of Government of Tamilnadu, of 73 years old, with qualified teachers of diverse research interest, located interior the industrial smart city, Coimbatore.
- Anna University affiliation for 15 out of 20 programs.
- Accreditation for some UG and PG programs by NBA,
- CBCS system of curriculum and 100% transparency in examination and evaluation systems.

- Operation of TEQIP projects (phase 1, phase 2 and currently phase 3) and Centres of excellence in hot areas of research, in two major departments.
- Well qualified teachers frequently undergoing refresher programs and pedagogical training conducted by IIT, IIM and NPTEL.
- Practicing virtual learning methods through QEEE and NPTEL courses.
- Entrepreneurship cells conducting programs to improve Entrepreneurial skill among students.
- Regular need based faculty training and non teaching staff training.
- Nearly 300 lakhs scholarships granted to students by way of Government social, TEQIP/GATE and GCT Alumni scholarships and stipends.
- Excellent regional reputation with well-established national recognition and developing an international footprint
- Young, dynamic and dedicated faculty & staff members aligned with institutional goals
- Well placed closed-loop feedback system for curriculum development encompassing all the stakeholders
- Transparent management policies with well-defined procedures
- Well-disciplined conducive academic environment and ambiance
- State-of-the-art laboratory infrastructure
- ICT usage for enhancing various academic activities
- Active linkages with industries and research organizations
- Continuous emphasis on faculty and staff development
- Well-established alumni network and their available support
- Differently able facilities in sufficiency

Institutional Weakness

- Insufficient residential facilities for PG students.
- Limited Industry-Institute interaction and academic association with R&D organisations
- Inordinate Delay in filling vacant posts and promotions for faculty
- Procedural difficulties in procurement processes
- Cumbersome and tedious government procedures causing administration delays.
- Deficiency of specialised laboratories/centres of excellence
- Limited availability of quality research time
- Limited consultancy, sponsored research activities and patents

Institutional Opportunity

- Establishing more centres of centre of excellence to increase the ambience
- More real time projects and funding under smart city, Make in India and start-ups and other government initiatives.
- Meaningful and realistic collaborations with international academic institution and R&D organization.
- Preparing students at all levels to participate in national and international events.
- Obtaining more industrial projects and consultancies.
- Placed in well-connected geographical location and growing industrial hub
- Well-defined and encouraging policies for research, and academic autonomy

- Presence of well-reputed sister institutes on campus for inter-disciplinary collaboration and research
- Flexibility in developing an interdisciplinary academic programme in emerging/thrust areas
- Establishment of research chair positions for boosting research, innovations and faculty competence
- Fostering social responsibility in higher education for holistic development
- Strengthening innovations and intellectual property rights

Institutional Challenges

- Majority of students are from rural areas and prepare them globally competitive.
- Many well performing institutions in the neighbourhood and take the leadership among the institutions.
- Transforming students into successful entrepreneurs.
- Internal revenue generation for self reliance and financial sustainability.
- Become financially and administratively autonomous
- Existence of educational institutions of repute in the vicinity
- Attracting and retaining experienced faculty members
- Lack of quality students in the postgraduate programmes
- To attract full-time motivated PhD students for enhancing research outcome
- Keeping pace with rapidly changing domains of technology
- Difficulty in obtaining externally funded research grants and consultancy activities
- Exploiting the sources of the endowment for sustainable institutional growth

Benchmarking

Benchmarking with appropriate peers, at the State, National and International level enables the college to compare and evaluate its performance, monitor academic and administrative standards, compare good practices carried out by reputed institutions. This, in turn, helps an institution to make quality improvements to become and maintain the number one position among the best within a reasonable period. While developing the Strategic Plan, different types of Institutes were studied, e.g. (i) IITs, (ii) Self-Financed Engineering Institutes, and (iii) Foreign Universities.

Stake Holders' Expectations

Based on SWOC analysis the expectations of various Stake Holders' has been identified and given below.

Governing Body
- Global Brand
- Sustainability
- Good Governance
- Social Responsibility

Leadership Team (Institutional development committee of GCT)

- GCT ranking with in top 50 in NIRF
- Competent Faculty
- Internal Revenue growth for sustainability
- Industry oriented /continuing education programmes
- Bench marking through Accreditation of programs and institution
- Creation of Centres of excellence

Faculty & Staff

- Good academic & working ambience
- Career growth ,Research facilities & incentives
- Academic independence with accountability
- Transparency and uniform processes

Students
- Good academic & research ambience
- Support for co-curricular & Extracurricular activities
- State of the art infrastructure
- Experiential learning & Opportunity for talent exposure
- Quality Placement, career guidance and entrepreneurial opportunities

Parents
- Good environment
- Quality teaching- learning
- Disciplined students
- Good placements

Industry
- Industry ready professionals with proper attitude
- Strong fundamentals
- Strong Industry-Institution interaction
- Collaborative research, consultancy
- Brand and accreditations of the institute

Steps to reach goals

The Institutional Development Committee after brain storming the vision, mission, quality policy, core values, environmental factors and SWOC analysis arrived at the following steps to establish high level goals which are also called Institution Strategic Goals

1. Good Governance
2. Teaching – Learning infrastructure and evaluation
3. Research, Development & Innovation
4. Physical infrastructure
5. Student Progression(Academics)

6.   Student Progression (Extracurricular & Co-curricular)
7.   Faculty development
8.   Industry- Institute relationships
9.   Entrepreneurships
10.   Placement, Internships & Career
11.   Alumni engagement and interaction
12.   Community Service and Extension activities

Strategic Main Goals

Strategic goals of the college are fixed as follows:

Goal 1: To emerge as the highly reputed technology-focused learning institution
Goal 2: To serve the needs of a society by creating a industry based inter-disciplinary
**   technical learning environment**
Goal 3: To promote innovation for sustainable solutions in cutting-edge research
Goal 4: To enhance faculty competence and visibility and staff improvement –
Goal 5: Amplifying Local & Global Engagement and Reputation –

 GCT's strategic plan includes seven major factors, given below, linked logically with enablers and final objectives:

Strategic Plan – VISION 2023

What

Be in top 75 Ranks in NIRF Ranking

Why

OBJECTIVES AND GOALS

How

- Flexible academic programmes
- High – quality Research
- Industry Engagement
- Enhancing Faculty competency
- Entreprenurship ideas
- Alumni Engagement
- Outreach & Extension activities

Enablers

Faculty & Staff | **Students**

Infrastructure

Core activities

| Developing high quality human resources | Pursuing world class research to address societal issues | Nurturing integrity, creativity and academic freedom | AddressingTechnologies for product development |

Approach to achieve identified goals

In order to achieve identified goals, all major activities in terms of Key Performance Indicators(KPI) have been identified. Each KPI thus formed makes certain one or more task force. Each task force has been divided into sub task forces as detailed below in Table.

Sl. No	Strategic goals	Key Performance Indicators (KPI)	
1	To emerge as the highly reputed technology-focused learning institution	KPI :1.1	Revise the major curriculum to make a bridge between academic and industry needs • Flexible curriculum • Industry based electives • Industry internships
		KPI:1.2	Effective teaching-learning to students • To increase more qualified (minimum PhD) & talented faculty. • visiting faculty from industry • Lectures by distinguished professionals from industry and academic institutes. • Increase the number of project based learning • Updation of civil, electrical and digital infrastructure to labs
		KPI:1.3	To set up a new laboratory in advance research areas and buildings/seminar halls • Increase in state of the art laboratories in cutting edge technologies.

		KPI:1.4	Digital initiatives
			• Implementation of more digital initiatives
			  ➤ A kind of ERP/MIS
			  ➤ E- classrooms with digital facilities
			  ➤ E – course development centre
			• Creating facilities to access e-resources from the library.
			• Providing Independent robust internet connectivity

2	To serve the needs of a society by creating a industry based inter-disciplinary technical learning environment	KPI :2.1	Publications • Increase in participation in national and international conferences. • Increase in Ph.D. and post-doctoral research.
		KPI:2.2	Sponsored Projects • Increase sponsored research projects and consultancy. • Increase in training/collaborative ventures with industry, research organisations and other academic institutions of repute in India & abroad.

		KPI:2.3	Consultancy
			• To improve consultancy activities in all the branches of Engg • Strengthening industry tie-ups
		KPI:2.4	Patents
			• Increase in research publication, patents and technology transfer to industry.
3	To promote innovation for sustainable solutions in cutting-edge research	KPI :3.1	Centres of Excellence
			• Increase in departments and centres of excellence. • Developing CoEs as per Industry requirements
		KPI:3.2	MOU / Academic Institutions & Industries
			• Signing more number of MoUs with Nationally reputed academic institutions and with reputed Industries
4	To enhance faculty competence and visibility and staff improvement	KPI:4.1	Encourage to attend/organize various conferences/ workshops at National/ International levels
		KPI:4.2	Encourage staff members for higher education.
		KPI:4.3	Organize the skill development program for staff members
5	Amplifying Local & Global Engagement and Reputation (student welfare/ **Extension activities**)	KPI :5.1	Placement & Career Guidance
			• High quality placement • Industry internships • Soft skill development programs • Orientation of curriculum towards industry needs
		KPI:5.2	Entrepreneurship Development
			• To support the students to establish campus-companies to identify the needs and provide the services to community inside the campus
		KPI:5.3	Industry Institute Interaction Cell
		KPI:5.4	Extra curricular and Co-curricular Development
		KPI:5.5	Outreach activities
			• To design and offer courses / projects related to sustainable development of the society and the nation as a whole and supplement with clubs and societies to roll-out more societal programs • To create an awareness among nearby villages for their development and social issues/health issues
		KPI:5.6	Alumni relations
			• To Facilitate academics, research, consultancy and solving socially related issues jointly with students and alumni members

Summary

As a result of detailed brainstorming sessions, discussions and participatory approach, the approach was carried out by each academic and non-academic departments to evolve their plans. After the plans of each department was completed, the information was compiled at the institutional level. After detailed deliberations and consultations, the Strategic Plan was presented before the authorities and approved for implementation. The budget details of each financial year reflects the requirements for implementing the strategies. Through the implementation of the Strategic Plan, the ranking and accreditation status of the college is expected to improve considerably.

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