

**PRINCE SHRI VENKATESHWARA  
PADMAVATHY ENGINEERING  
COLLEGE**



**MEDAVAKKAM – MAMBAKKAM  
ROAD,**

**PONMAR,  
CHENNAI-600127**

[www.psvpec.in](http://www.psvpec.in)

**STRATEGIC PLAN  
2015 - 2020**

## Executive Summary

The Prince Educational Society was founded by Dr.K.Vasudevan, M.A., B.Ed., Ph.D in 1978, with the vision “*Excellence in Education with Societal Commitment*”. The setting up of Prince Matriculation Higher Secondary School, Nanganallur, Chennai, helped in the evolution of Prince Matriculation Higher Secondary School, Madipakkam, Chennai, which met this need. In order to serve the poor and the needy, he started a Tamil Medium School as well. Today this educationist, Industrialist and pioneer heads an Arts and Science College and two Engineering Colleges in Chennai. These Institutions aim at imparting quality education in the fields of engineering, arts and science.

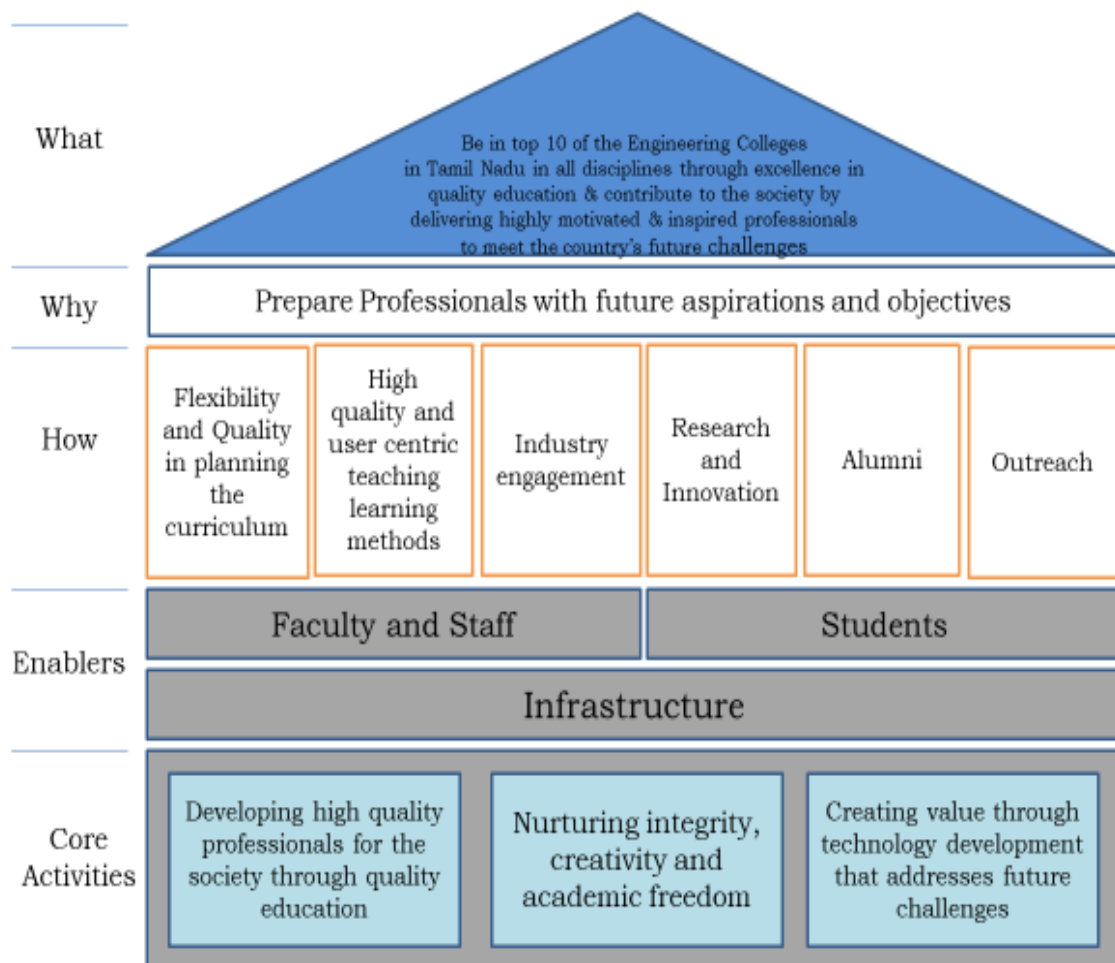
Prince Shri Venkateshwara Padmavathy Engineering College (PSVPEC) was started in 2001. Its vision is to make every student a successful professional and contribute for societal development. In 2007, PSVPEC set up a Strategic Planning Committee, and the Board instituted the Strategic Management Plans to build up internal capability for change. The project consisted of a series of coordinated interventions to bring about changes in the Institute’s direction, structure, interfaces and performance. In the first decade, the focus of PSVPEC was on Infrastructure development, Curricular aspects and academic excellence. The institution was successful in achieving the goals as planned in the first decade and this led the Governing Council to take the institution to the next level of achievement and excellence.

The institution was able to successfully plan and organise the aims as per the strategic plan 2011-2015. The campus was transformed into a Green campus, research activities were promoted, extension activities were increased and most importantly Internal Quality Assurance Cell was formed. The focus was mainly on green campus and Quality Assurance System. IQAC was initiated on 4<sup>th</sup> June 2015 spearheading the quality systems in the institution. As a recommendation from the IQAC the institution was able to go for **ISO certification**, which was also achieved successfully.

The broad goals of Strategic Plan 2015–2020 are an affirmation of PSVPEC’s commitment to excellence in research and education, and the Strategic Plan consequently focuses on the core themes of research. The Strategic Plan enunciates Institution’s aim of being recognised as a leader in research and education. It offers more effective academic programmes, an inviting and stimulating ambience for education and research, and a rich suite of extra- and co-curricular activities. Personality development, life-skills and career planning will be a part of the holistic development.

**Strategic Plan 2015–2020 identifies the following broad targets:**

- Become a leading technological institution, ranked in the top colleges in all disciplines
- Establish a track record as a creator of new and innovative project and research for industrial needs
- Specific targets are fixed with respect to research and development cell for the next five years.
  - Increase the number of research projects
  - Increase publications in national/international journals and conference proceedings
  - New MOUs signed with academic and industrial organizations for research establishments
  - Establish Centres of excellence activities
- Incubate successful start-ups creating innovative products
- Intensify the involvement of alumni in all aspects of the Institute's development
- Provide an invigorating work environment for faculty and staff, where merit and hard work are recognised and rewarded



## Chairman's Perspective



Prince Educational Society, the driving force behind Prince Shri Venkateshwara Padmavathy Engineering College has set in motion a number of forward looking initiatives. The Trust has two engineering colleges, five schools and one arts college with more than 800 committed faculty and 16500 students under its umbrella. PSVPEC is the flag ship institution of the Prince Educational Society. The institution is running six Bachelor of Engineering programs, three Post Graduate courses master and a reputed centre for three Research.

PSVPEC has done well on practically all parameters based on its rigorous undergraduate and postgraduate education. A number of awards, memberships of professional societies, memberships of editorial boards, etc. have been achieved by the faculty, which speaks well of the Institute. The record of publication in leading technical journals is impressive. A striking feature of PSVPEC has been the focus on quality academic research.

The strategic development plan (SDP) 2015-2020 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, Advisor, HODs, and Faculty towards developing Strategic Development Plan.

**Wishing all the success!**

**Dr.K.Vasudevan  
Founder-Chairman**

# Vision of the Institution

The new millennium is witnessing unprecedented challenges and opportunities in higher education, arising from the effect of changing economic policy of liberalization and globalization. Knowledge is increasingly recognized as the main force behind economic growth and development in the context of global economy, coupled with information and communication revolution, the emergence of world-wide labour market leading to significant change in the global socio-political environment across the world. Technical Education plays a vital role in human resource development of the country by creating skilled manpower, enhancing industrial productivity and improving the quality of life of its people.

PSVPEC's Vision,

***“To be a prominent institution for technical education and research to meet the global challenges and demand for the societal needs”***

Leadership in quality technical education to-day has many characteristics that are needed which perhaps were not necessary ten, or fifteen years ago. Technology's impact on how students learn and how teachers teach has had educational leadership think about more innovative ways in which to prepare, deliver, and assess curriculum. It is necessary now to empower our teachers and to lead in a way that reflects unconditional positive regard through relationships and displaying that they are in the fore-front of change and are key agents of change.

The research environment is increasingly global and interdisciplinary with collaboration and supporting infrastructure crossing boundaries. Our research aim is brimming with ambition, relevance and practical application. Pioneering innovations made at PSVPEC will benefit people and organisations in many areas of life and work – helping industries, societies and communities continue competing, improving and evolving.

## Mission of the Institution

- To develop the needed resources and infrastructure, and to establish a conducive ambience for the teaching- learning process.
- To nurture in the students, professional and ethical values, and to instill in them a spirit of innovation and entrepreneurship.
- To encourage in the students a desire for higher learning and research, to equip them to face the global challenges.
- To provide opportunities for students to get the needed additional skills to make them industry ready.
- To interact with industries and other organizations to facilitate transfer of knowledge and know- how.

## Quality Policy

Achieving Excellence in Technical Education, Research and Consulting through an Outcome Based Curriculum focusing on Continuous Improvement and Innovation by Benchmarking against the Global Best Practices.

## Core Values

**Truth:** The institution strongly believes that everything is established in truth. This means that the Institution, students, workers and the nation at large can develop through nothing else but only the truth.

**Discipline:** Discipline is important at every stage of student life and is an integral element of success. We believe that a well disciplined person can be easily differentiated in the crowd. The institution enables the students to practice discipline as a way of life.

**Love:** The institution emphasizes that being kind to all determines who we are and how we act. It strongly encourages all to love our neighbors, family, those around us, those in diverse places, even our enemies and most importantly to love the work we do, may it be studies or the profession.

## SWOC Analysis

### Strengths

- Committed management
- 17 years of standing
- Brand Name and most preferred institution
- Talented students
- Excellent Infrastructure
- Quality & Competent Faculty
- Retention of employees
- Research Centers & Publications
- Excellent internships & placements
- Disciplined campus

### Weakness

- Existing policy limits attracting top quality faculty
- Lack of dissemination and understanding of HR policies
- Lack of clarity of Role-responsibility and accountability
- Skilled Staff shortage
- Disciplined campus

PSVPEC

### Opportunities

- Strengthening collaboration with industry in research, consultancy, training & internships.
- Global initiatives through foreign university tie-ups.
- Opportunities for NAAC and NBA accreditations
- Enhanced community engagement

### Challenges

- Entry of MOU with Foreign Universities
- Multiple compliance requirements time lines affecting Teaching & research
- Possible financial crunch
- Retention and recruitment of faculty

## Institutional Strategic Goals

Good Governance

Curricular Aspects and Teaching-Learning

Infrastructure development and Learning  
resources

Research, Innovations and extension services

Faculty and Staff empowerment strategies

Financial management and resource mobilization

Alumni engagement and interactions

Effective role of Internal Quality Assurance  
System



# The Targets for 2015-2020

## 1. Good Governance

### Objectives:

- To facilitate a well administered institution and lead to its recognition to build up confidence in the stakeholders.
- To develop a coherent strategy and a sustainable growth development path

Recommendation	Action plans
To make PSVPEC activities a more productive mix of education, research, consultancy and services	Be in top rank in academics and research
To make the organisation more professional and more focused on quality	<p>Effective IQAC with internal &amp; external members to audit processes</p> <p>Establish Systems, checks and balances- take immediate Remedial measures</p>
To form selective strategic alliances with academic, research and industrial organisations	Extend and Build relationships with research and industrial organizations through MOU
To strengthen the existing systems and procedures for conflict resolution and redressal of grievances	Enhance the requisite processes and mechanisms for handling grievances covering all sections—students, staff and women.

## 2. Curricular Aspects and Teaching-Learning

### Objectives:

- To formulate and implement quality teaching methodologies to ensure student-centred teaching-learning processes.
- To emerge as a recognized centre of excellence in the fields of engineering and management by research.

Recommendation	Action plans
Bench mark with Premier Institutes like IIT	<ul style="list-style-type: none"> <li>• Constitute academic teams and visit premier institutions</li> <li>• Customise &amp; Implement best practices</li> </ul>
Effective Curriculum planning and implementation	<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 academic calendar</li> <li>• Develop e-learning content</li> <li>• Benchmark with industry requirements</li> <li>• Use of LMS to support students</li> </ul>
Upgrading faculty & staff competence	<ul style="list-style-type: none"> <li>• Conduct training need analysis</li> <li>• Conduct / depute faculty and staff for competence development</li> <li>• Support paper publications and presentations</li> <li>• Provide opportunities for networking</li> <li>• Train all faculty to use LMS effectively</li> </ul>
Knowledge Delivery & Outcome based education	<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>
Evaluation & Assessment	<ul style="list-style-type: none"> <li>• Create proper feedback system</li> <li>• Continuous progress assessment</li> <li>• Question bank development &amp; Term end examinations</li> </ul>

### 3. Infrastructure development and Learning resources

#### Objectives:

- To develop state-of-the art facilities
- To ensure effective utilisation and maintenance of Infrastructure
- To benchmark institutional infrastructure and performance periodically

Recommendation	Action plans
Green Campus (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, solid waste management (zero plastic usage)</li> <li>• Reuse of waste</li> <li>• Efficient usage of recycled waste water</li> </ul>
Academic infrastructure	<ul style="list-style-type: none"> <li>• Aesthetic Class rooms, Seminar halls</li> <li>• Smart Class rooms</li> <li>• Multi media and support equipment in classrooms</li> <li>• E-Learning facilities</li> <li>• State of the art Laboratory &amp; equipment</li> <li>• Online learning tools</li> <li>• Evaluation &amp; assessment tools</li> <li>• Learning Management System</li> <li>• ICT for 360 deg. Feedback.</li> </ul>
Library	<ul style="list-style-type: none"> <li>• Library infrastructure up gradation</li> <li>• Increase access for e-Resources</li> <li>• Resources automation &amp; Access ( 24X 7)</li> <li>• Digitization of Library resources</li> <li>• Establishing cloud based e-library &amp; online access</li> </ul>
Sports, Hostel & Canteen	<ul style="list-style-type: none"> <li>• Effective utilisation of sports (indoor/outdoor) facilities</li> <li>• Add more recreational facilities in hostels</li> <li>• Upgrade foodcourt</li> </ul>
Laboratory- R&D Equipment	<ul style="list-style-type: none"> <li>• R&amp;D Laboratory and its maintenance</li> <li>• Industry equipment (centres of competence) for consultancy</li> </ul>

#### 4. Research, Innovations and Extension Services

##### Objectives:

- To achieve goals related to raising the quantum of research output and improving its quality.
- To plan and develop focussed Centres of Excellence in the Institute—on areas with potentially large societal impact
- To make significant contributions to the technology needs of the nation
- To encourage students and Faculty to publish research papers in top journals and presentation at conferences where the world’s leading researchers are present.

Recommendation	Action plans
R&D Infrastructure & Teams	<ul style="list-style-type: none"> <li>• Increasing both human and physical resources required for research.</li> <li>• Enhancing R&amp;D laboratories in all departments</li> <li>• Dedicated R&amp;D facilitation &amp; documentation centre</li> <li>• Competent technical staff for R&amp;D labs</li> </ul>
Establishing Centres of Excellence	<ul style="list-style-type: none"> <li>• Enhancing and upgrading the existing Centres of excellence.</li> <li>• To create more such active centres on areas with potentially large societal impact.</li> <li>• The Centres of Excellence will also be multi-institutional, involving partnerships with Industries, IITs and other Foreign Universities</li> </ul>
MOU with premier institutes/ R&D labs	<ul style="list-style-type: none"> <li>• MoUs with higher learning institutions in India &amp; abroad.</li> <li>• Collaborations with IISC, IITs, CSIR, ISRO, DRDO, etc.</li> <li>• Multi &amp; inter disciplinary research and product development</li> </ul>
Incubation Centre /Product Development	<ul style="list-style-type: none"> <li>• Encourage more number of “idea to product” pre-incubation activities</li> <li>• Enhancing and developing the incubation centres</li> <li>• Focus on Start-ups and Product development</li> <li>• Tie-up with DST for Incubation support</li> </ul>

## 5. Faculty and Staff Empowerment Strategies

### Objectives:

- To become the most favoured destination for potential faculty members.
- To recognise and recruit Faculty different types of experience, be it in academics, industry or research.
- To recruit more number of Faculty from other states.
- To follow effective performance appraisal systems.

Recommendation	Action plans
Talent Hiring & Retention policy	<ul style="list-style-type: none"> <li>• Merit based hiring policy formulation &amp; implementation</li> <li>• Career advancement Schemes</li> <li>• Scientific induction/ orientation of new talent</li> <li>• Critical talent identification &amp; retention measures</li> </ul>
Rewards & Recognitions	<ul style="list-style-type: none"> <li>• Rewards – recognitions &amp; incentives</li> <li>• Welfare policy formulation &amp; implementation</li> </ul>
Conducive work environment	<ul style="list-style-type: none"> <li>• Best work facilities and infrastructure</li> <li>• Role &amp; responsibilities clarity and empowerment</li> </ul>
Career growth & Development	<ul style="list-style-type: none"> <li>• Sponsorship/ Deputation, for higher education &amp; Exchange programmes</li> <li>• Sponsorship to participate in national / international conferences</li> <li>• Encourage to do research and publications in reputed journals</li> <li>• Active participation in product development</li> </ul>

## 6. Financial Management and Resource Mobilisation

### Objectives:

To develop and implement effective financial system to directly support the fundamental functions of education, research, and service and to enhance the effectiveness of using the financial resources.

Recommendation	Action plans
Financial Management And Resource Mobilisation	<ul style="list-style-type: none"> <li>• Develop diversified revenue streams and maximize our opportunities to leverage our resources across the College through internal revenues</li> <li>• Encourage initiatives to mobilize resources by participation/contribution of society in their development through extension activities</li> <li>• Encourage Institution to provide research / consultancy not only to the industries but to the government, and other bodies and society</li> <li>• Manage deficit through the parent society, through loans.</li> </ul>
Budgeting	<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 through Finance committee</li> </ul>
Financial Governance	<ul style="list-style-type: none"> <li>• Planned expenditure management</li> <li>• Procurement and Financial policies implementation</li> <li>• Audit ( internal /External ) checks- balances</li> <li>• Support through research, consultancy and training</li> </ul>

## 7. Alumni engagements and interactions

### Objectives:

- To build mutually beneficial relations with its alumni so that a range of modes of engagement can be explored.
- Creating more opportunities / activities for alumni to spend time on campus and engage with students and faculty.
- To support alumni activities of PSVPEC in multiple dimensions: nurturing PSVPEC–industry relations, facilitating interactions between aspiring students, faculty entrepreneurs and alumni entrepreneurs, etc.s
- To increase and promote alumni contributions

Recommendation	Action plans
Alumni Association	<ul style="list-style-type: none"> <li>• Strengthen Alumni association and engagement</li> <li>• Enhance alumni association office on campus, engage students active participation</li> <li>• Data base updation and interactive alumni website</li> <li>• Increase activities through alumni association</li> </ul>
Relationships & Leveraging	<ul style="list-style-type: none"> <li>• Regular interactions /invitations</li> <li>• Recognise successful alumni</li> <li>• Leverage for guest lecturers/internships/placement</li> <li>• Academic advisors/ Board of governors</li> </ul>
Endowments	<ul style="list-style-type: none"> <li>• Increase and promote contributions / endowment partnering</li> <li>• Sponsorships / Scholarships through alumni association</li> </ul>

## 8. Effective role of Internal Quality Assurance System

### Objectives:

To achieve Excellence in Technical Education, Research and Consulting through an Outcome Based Curriculum focusing on Continuous Improvement and Innovation by Benchmarking against the Global Best Practices.

<b>Recommendation</b>	<b>Action plans</b>
Establishing Quality Systems	<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><li>• Maintain ISO quality standards in all aspects</li></ul>
Accreditation & Certifications	<ul style="list-style-type: none"><li>• Internalise the process based on accreditation/certification agency</li><li>• Audit and certifications</li><li>• Initiate the process for NBA accreditation</li></ul>
Audit Internal Controls	<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>
Continual improvement, Rewards & Recognitions	<ul style="list-style-type: none"><li>• Effective function of Quality assurance cell</li><li>• Identifying achievements &amp; best practices</li><li>• Quality circle competitions &amp; rewards</li></ul>



## Strategy implementation and monitoring

Strategic development plan once approved by Governing Body, will be advocated to the members of the institution for implementation. Strategy when being implemented, the progress shall be measured from time to time through the IQAC.

### Implementation roles at the Institutional level

Target	Roles
Good governance	Governing Council, Management
Curricular aspects and Teaching learning	Principal, HODs, Faculty and Staff
Infrastructure development and learning resources	Governing Council, Chairman, Principal, Management and team
Research, Innovation and extension services	Research cell, HODs and Faculty
Faculty and Staff empowerment strategies	Governing Council, Chairman and Principal
Financial management and resource mobilization	Governing Council, Finance Committee, Principal
Alumni engagements and interactions	Alumni cell, Faculty
Placement and Training	Dean (Placement & Training) and HoDS
Departmental activities	HODs and Faculty
Quality assurance	IQAC

## **The Path Ahead**

Strategic Plan 2015–2020 sets out specific targets in every sphere of activity of the Institute — academic programmes, research, collaboration with industry, human resource development, entrepreneurship, development of infrastructure and facilities, 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.

The institution plans to have special and more focus on promoting and increasing the research activities. Specific targets are fixed with respect to research and development cell for the next five years.

- Increase the number of research projects
- Increase publications in national/international journals and conference proceedings
- New MOUs signed with academic and industrial organizations for research establishments
- Establish Centres of excellence activities

The targets will be achieved if the contributions of stakeholders — faculty, staff, students, alumni, partners and collaborators from industry — are aligned and reinforce each other. Thus the vision outlined in the Plan will then be realised, and PSVPEC can be justifiably proud that the trust reposed in it by the society will stand redeemed.