

R K COLLEGE OF ENGINEERING

(Accredited by NAAC with 'A' Grade)

Kethanakonda (V), Ibrahimpatnam (M), Vijayawada, AMARAVATI-521456.

Strategic Plan



2023-2028

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RKCE

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Preface

The R K College of Engineering and Technology (RKCE) was established in 2008 and located on a scenic campus of nearly 30 Acres on National High Way – 65 at a distance of 30 KMS from Vijayawada. The institute is situated in a lush green location which provides aesthetic appeal and a serene environment conducive for learning. It has achieved a considerable success in meeting its Mission. It is moving on right path with the assistance from R K Educational Society (RKES) financially for the establishment of college.

The institute has already prepared a Strategic Plan based on the SWOC analysis and is ready to implement the provisions of the project. The deliverables from part of the Strategic Plan along with detailed resource planning and sources of procurement of resources. The institution is committed to:

- Based on the SWOC analysis and the Strategic Plan, the faculty and students are needed for training.
- Be autonomous within three years.

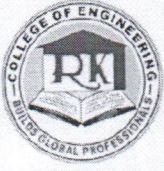
The SWOC analysis conducted in the institute premises with the involvement of students, faculty, staff, parents, alumni and employers and consequently, the resultant Strategic Plan has developed by the institution.

The activities have emerged as Strategic Plan of the institution under various goals set to be achieved in next five years by the institution and have been included under eight Strategic Goals.

- Student employability
- Improvement in teaching, training, and learning facilities
- Modernization and strengthening of labs and libraries to increase access to knowledge resources.
- Faculty and staff development for improved competence based on SWOC

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- Enhanced interaction with industry
- Institutional management capacity enhancement
- Academic support to weak students


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Executive Summary

R K College of Engineering (RKCE) was established by R K Educational Society in the year 2008. The Institute commenced its functioning with an annual intake of 240 students comprising 4 branches of Engineering (Computer Science and Engineering, Electrical and Electronics Engineering, Electronics and Communication Engineering and Information Technology) for the Academic Year 2008-2009. The Institute has gradually increased its annual strength as on date to UG B.Tech-480 students for the Academic Year 2023-24. An MBA program was introduced in the academic year 2009-2010 with an intake of 60 students and subsequently the intake is gradually increased to 240 MBA Students. PG Programs in Engineering were introduced with an intake of 18 students each in EEE with a specialization Power Electronics & Drives, ECE with a specialization VLSI & ESD, with an intake of 24 students in ME with a specialization Machine Design, CSE with an intake of 36 students subsequently over a period of time.

The primordial objective of the Institute paves the way for a platform for students in the field of Technology along with management applications for their academic as well as the overall growth. RKCE is situated on the outskirts of Vijayawada with serene atmosphere coupled with green belts with a stretch of 11.88 acres. The Campus is fully equipped with academic excellence of proven faculty and the overall personality growth of student community in honing their talents. Besides these courses the institute offers 2nd shift Polytechnic (Diploma) course with 2 branches from 2014-15 and presently running with 6 branches for the academic year 2023-2024.

The Institution continues to have the saga to prosper due to keenness and strenuous efforts of the Management, dedicated faculty, students and the administrative personnel. As a result of imparting quality education and the excellent infrastructure, it's our privilege to proclaim that our institute occupied a place in the elite top Engineering Colleges in Andhra Pradesh not only in admissions but also in the placements including Multinational Companies.

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SWOC ANALYSIS

Institutional Strength

1. The Management is committed to bring high levels of quality in every aspect of institution and socially conscious, humanitarian, far- sighted and visionary.
2. The administrative and management policies & controls are well-defined.
3. Highly qualified faculty with experience, expertise and good team work.
4. Enrichment of Curriculum through value added courses beyond the syllabus.
5. Infrastructure which includes laboratories, ICT classrooms, sports and games.
6. Provides Industry oriented Training programs for student community.
7. Focus is laid on R&D activities related to publishing the research papers.
8. Students get benefited through the participation of curricular as well as Co-curricular activities.
9. The MOUs with renowned industrial and research organizations.
10. Membership with professional societies like ISTE.
11. Wi-fi enabled campus.
12. Students' admissions have been consistently good.
13. Registered Alumni Association.
14. Recognized and proactive NSS Unit.
15. Lush green environment-friendly, pollution- free, plastic-free campus to create an ideal study space.

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Institutional Weakness

It takes proactive measures to improve the quality of teaching, learning, and research. Though the institute has scripted many success stories, there are certain areas in which it needs to move forward. There is a need to overcome the limitations in the following areas:

1. Attracting more core companies to campus for recruitment. Efforts are made by signing MoUs with various organizations to bridge the gap between academia and industrial requirements.
2. Cutting edge Research infrastructure in Research and Development.
3. Inflexibility of academic structure and curriculum
4. Industrial Consultancy.

Institutional Opportunity

1. Autonomous status will provide the flexibility in overcoming the shortfalls faced under affiliated status.
2. Collaborative research work can be carried with government sectors like ISRO, DRDO, VTPS, APHMEL, CITD, CIPET, ECIL, etc.
3. Creating awareness among faculty members and students about the intellectual property rights and patent filing.
4. Strengthening the alumni network to provide more career development opportunities to the students.
5. To bring campus drives from reputed software and core companies like Microsoft, Google, TCS, Wipro, L&T, Reliance Industries etc.

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Institutional Challenge

1. With a wide range of career opportunities available in the Software / IT sector, attracting quality students to enroll in the core engineering branches like Civil, EEE and Mechanical Engineering has become a challenge.
2. Being an affiliated institution, meeting the industry demands and expectation with rapid change in technology has become a challenge.
3. Attracting core companies for placements.
4. Promoting sponsored research and consultancy as per industry requirements.
5. Imparting value-added courses and student exchange programs on niche Technologies to bridge the curricular gaps in the stipulated time period of an academic year has always been a challenge.
6. Attracting top rank students for admissions.
7. Involvement of Alumni.


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Proposed Strategic Plan

Strategies to achieve Vision & Mission:

- Strategy#1: To establish better academic practices and procedures.
- Strategy#2: To have qualitative students and competent faculty.
- Strategy#3: To produce technically competent and ethically strong graduates.
- Strategy#4: To encourage Research & Consultancy.
- Strategy#5: To develop a Smart Campus.

Strategy#1: To establish better academic practices and procedures.

- Improving course delivery to meet learning and assessment levels of Bloom's Taxonomy.
- Implementation of Outcome Based Education (OBE).
- Introduction of descriptive Knowledge in Full Semester.
- MoUs with industries and research institutions for Consultancy, Research and Faculty training.
- Self and Collaborative Learning Initiatives are supported to do Online certification courses, internships and Peer Group Learning.

Strategy#2: To have qualitative students and competent faculty.

TASKS:

Students:

- A positive attitude towards the study
- An ability to think and work independently
- Increasing the "Branding".
- Informative Brochure

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- Establishment of "Media Cell"
- Increasing Promotions by advertisements.

Faculty:

- Recruitment of competent faculty from the institutions of repute.
- A well-structured appraisal system to regulate the faculty.

Other Stakeholders:

- Setting up of IQAC to review and monitor activities of the campus.
- Obtaining NAAC accreditation.
- Obtaining NBA accreditation.

Strategy#3: To produce technically competent and ethically strong graduates.

TASKS:

- Introduction of Skill Development Courses from 2nd year onwards.
- Introduction of courses on life skills, structured co-curricular and extra-curricular activities.
- Encouraging students to participate in Games, Sports and cultural activities.
- Introduction of courses to promote entrepreneurial skills.
- Introduction of Technical Skills training during 3rd year.
- Encouraging participation of students in voluntary and extension activities.

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Strategy#4: To encourage Research & Consultancy.

TASKS:

- Monitoring the progress of the faculty pursuing Doctorial programme.
- Training programmes on writing research papers.
- Awareness programmes on funding agencies.
- Encouraging faculty to publish papers.
- Motivate the faculty with Ph. D. to submit paper proposals for funding.
- Financial support for research publications.
- Establishing Centre of Excellence with industry collaboration.

Strategy#5: To develop a Smart Campus.

TASKS:

- Provision of Wi-Fi Hotspots
- Desktop facility for faculty.
- Establishment of Campus Surveillance System.
- Introduction of Energy conservation systems.

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