CMR INSTITUTE OF TECHNOLOGY
Affiliated To JNTUH University, Approved By AICTE, Accredited by NBA (UG Programs)

# Strategic Plan
(2016-2025)

CMRIT: VISION 2025

Preface

Strategic Plan (SP) is done to evaluate the institute's goal achievement and fulfil stakeholders' expectations of the institute. A well written SP could be a panacea for the growth of an engineering institute and its success that aim at global technical professional excellence. CMR Institute of Technology (CMRIT) focuses on strategic activities for the next level of inclusive excellence through accomplishment and achievement of its goals. The Academic Audit Cell (AAC) constituted a subcommittee to prepare an SP called "CMRIT: VISION2025". This SP Plan document is based on analysing contemporary challenges and opportunities along with futuristic activities that lead to achieve its targets.

The stakeholder & institution expectations can be achieved by an environmental scanning cum analysis of Strengths, Weakness, Opportunities and Challenges (SWOC). This analysis would help in redefining the strategies. The plan is directional & broad and offers a set of focused, goals, strategies, and activities. The plan addresses four strategic goals selected as detailed below:

1. Good Governance
2. Academic Excellence
3. Research Development and Innovation
4. Extension and Community Services
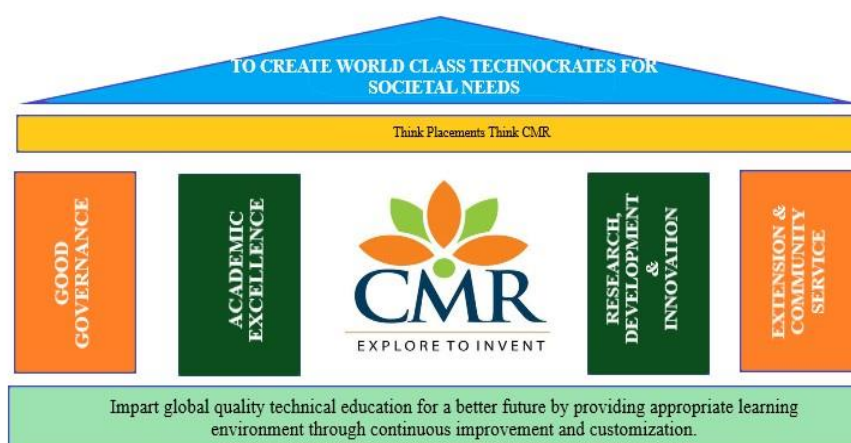
All the stakeholders (Management, HODs, Deans, Faculty, Students, Industry, Parents and Alumni) play a vital role in the success of the organization and hence they have been involved in the formation of SP and its implementation. A lot of efforts have been put together to prepare this document by identifying measurable outcomes. This plan serves as a guiding document to CMRIT to attain the goals and towards enabling CMRIT become the premier institute in terms of academic excellence and in providing skilled engineers and managers to the society and nation.

Honourable Secretary's Message

MGRES have been established with the objective of promoting Education, COE, R&D, Academic-Infrastructure, Incubation, Innovation and Entrepreneurship in the field of Engineering, Medical, Pharmacy, and Management. We visualize that a social transformation can be brought about through the medium of dynamic professional education. CMRIT is thus an institution of higher education with rural and social commitment.

CMRIT is the flagship of MRGES. The institution is running 4 UG programs and 5 PG programs (M.Tech & MBA) programs. We, at CMRIT, have created a learning culture, a friendly environment that facilitates complete development of our students, staff and stakeholders. Our trinocular focus is on knowledge, skill and attitude aimed to meet the needs of our key-stakeholders. To achieve this, we owned the best faculty from diverse fields/expertise, state-of-the-art facilities, infrastructure and skilled human resources to supplement the culture and environment of CMRIT and MRGES good governance. The institute has earned a reputation of a college having learner-centric and technology-driven academic environment that fosters budding aspirants to become confident and competent engineering and management professionals.

To continue the excellent progress of this institution, the "CMRIT: VISION 2025" would act as a guiding document for the coming 10 years to assess and improve the institution towards delivering high quality education there by earning due recognition and brand image. The focus of SP 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 quality work done by the Principal, Deans, HODs, and Faculty who contributed immensely in developing SP. The VISION - 2025 plan has been thought through well and keeping in mind the college's robust ecosystem and dedicated team, I am confident that CMRIT will make rapid growth towards a private university in 2025.

Ch. Gopal Reddy
Secretary & Correspondent
MRGES Group of Institutions

About MRGES Group of Institutions

MRGES was established in 2002 to create centres of excellence for education in the field of Engineering, Medical, Pharmacy, and Management.

This is by the vision of Sri Ch. Malla Reddy, MP, Founder, Philanthropist and Educationist who opines that, "Development of Techno – Entrepreneurial Society" is the key-growth-driver to achieve the vision, as perceived by our Former President of India, Dr. Abdul Kalam. Sri. Ch. Malla Reddy. Strongly believed that the establishment of excellent technical institutions is the only panacea to the problem of development of techno-economic society. Driven by a mission of providing excellent quality professional technical education CMRIT society has left no stone unturned in setting up Educational Institutes in Medchal-Hyderabad. At present there are five Campuses in and around Hyderabad

MRGES offers education from UG to PG. Under the CMRIT umbrella, we offer B. Tech, M.Tech and MBA at present, there are three campuses in and around Hyderabad, having 1000+ staff, and 10000+ students.

MRGES Group has been successful in establishing Best Engineering and Pharmacy Colleges, spread across three campuses in Hyderabad. MRGES imparts quality education through right curriculum and innovative teaching methodologies at all its campuses.
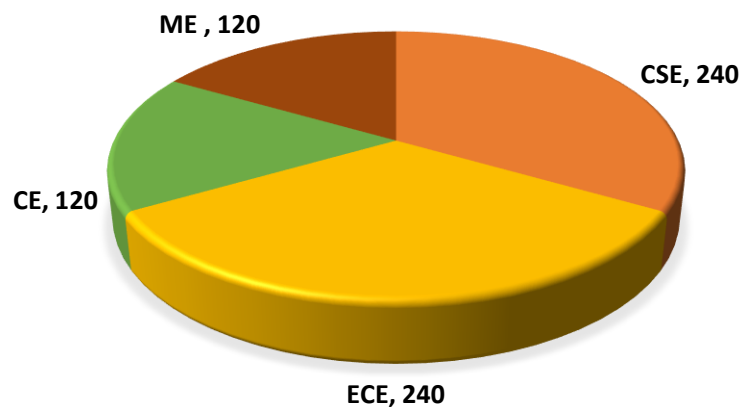
MRGES provides latest curriculum and innovative teaching methodologies at all its campuses. MRGES implements a series of vibrant education and leadership strategies to gain an unbeatable strategic advantage from nationwide experts for its race in the human pace.

MRGES provides students a vibrant academic experience that adheres to stringent international quality standards, imbibes life skills among its students, and prepares them to take up competitive careers and be successful in life. Through extra curriculum activities, MRGES prepares dynamic students, personally and professionally, to take up future leadership roles in a global environment. The underlying vision of the MRGES is to nurture and engender creativity in thought and innovation, thereby encouraging their students to follow an unconventional path.
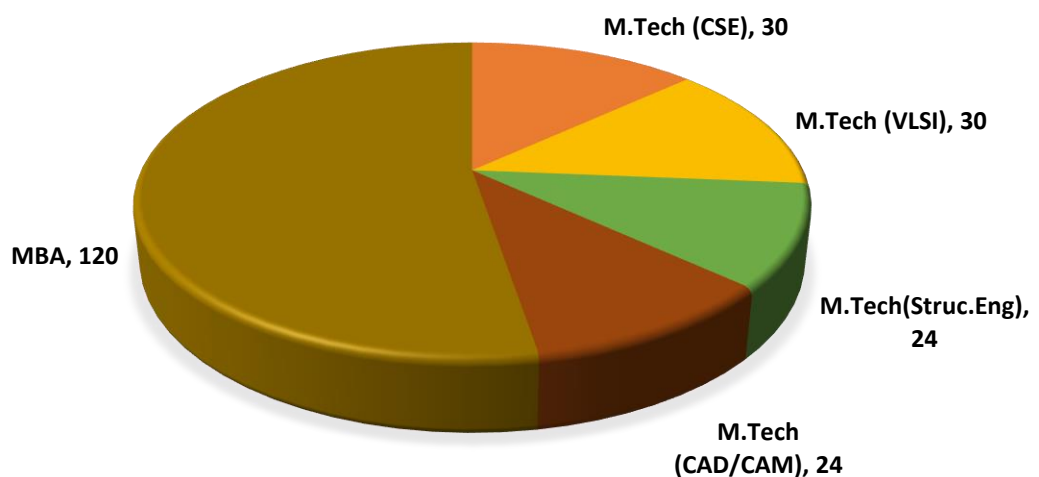
ABOUT CMR INSTITUTE OF TECHNOLOGY

CMR Institute of Technology is one among the hallmark institutes of Hyderabad, established in 2005 with the aim of providing quality technical education and excellence in the ever-expanding horizon of technical revolution of 21st century. The institute is becoming an icon in the field of engineering education in the state of Telangana. It is nurtured and managed by MRGES. The Institute is approved by the All-India Council for Technical Education (AICTE), New Delhi and Govt. of Telangana affiliated to JNTUH. All UG programs have been accredited twice by **National Board of Accreditation (NBA)** New Delhi.

UG INTAKE

ME , 120
CSE, 240
CE, 120
ECE, 240

PG INTAKE

M.Tech (CSE), 30
M.Tech (VLSI), 30
MBA, 120
M.Tech(Struc.Eng), 24
M.Tech (CAD/CAM), 24

CMR Institute of Technology, Hyd.

VISION

"To Create world class technocrats for societal needs"

MISSION

"Impart global quality technical education for a better future by providing appropriate learning environment through continuous improvement and customization."

Quality Policy

Strive for global excellence in academics & research to the satisfaction of the students and stakeholders.

Motto

Think Placements Think CMR

CMR Institute of Technology, Hyd.

Environmental Scan

There are two significant components to an environmental scan; the external environment scan (market trends) and the internal environment scan (internal institute level). Conduction of the internal and external environmental scan provides the information about the positioning of the institute in the market and amount of goals and stakeholder expectations are achieved.

- **External Environment Scan**

  Location

  The top engineering colleges in Hyderabad host thousands of students every year coming from different states and countries. Also, Hyderabad city is known as the print of academics, it offers pleasant weather and reputed universities and institutions like the JNTU, UOH, OU, IPE, IIIT, IITH, DRDO, BHEL, etc.

- **Industry cluster in and around Hyderabad**

  Hyderabad is known as an IT, automobile, and manufacturing hub. The major and renowned industries in and around Hyderabad are providing excellent opportunities for aspiring candidates.

- **Engineering Education Scenario: An Overview- At National Level**

  Multidisciplinary and emerging technologies are increasingly getting popular as opposed to traditional engineering disciplines.

- **Competition in Hyderabad region**

  There are few private universities offering engineering courses in Hyderabad. More than 150 engineering institutes affiliated with JNTU, and more than 40 are in and around Hyderabad. Out of these, a total of nine institutes have achieved autonomous status. Students preferences for academic pursuit in Hyderabad Region

  - JNTUH Collage of Engineering Hyderabad is obvious choice, moreover, in the last three years, few private universities are also attracting the students.
  - Computer Science Engineering and ECE are the most demanding branches across all institutes.
  - Institute's brand is an important deciding factor for prospective candidate
  - CMRIT is ranked among the top 10 private institutes.

- **What new program or specializations competitors are offering to confront the challenges?**

  Considering the emergence of new technologies in the industries and future job prospects, competitors have started introducing such technologies into the curriculum. Some institutes

have chosen to provide specialization by introducing courses like artificial intelligence, machine learning and data analytics in the undergraduate engineering program.

- **Education industry scenario in coming years in Hyderabad region**

  Current private universities have strategic advantages to fit in Type 2 institutes. Few education groups are planning to convert their educational institutes into autonomous and subsequently into private universities by 2030.

- **Internal Environment Scan**

- **Management Commitment**

  Institute management is committed to provide all necessary resources for growth of the institute.

- **Institute Administration (HOI, Deans and HODs)**

  All posts of Deans have been created in the academic year 2015-16 as the institute became autonomous. All the administrators are having more than 10 years of working teaching experience in university-affiliated institutes. CMRIT typically worked as "a well-oiled machine," where all will look at the administrative hierarchy for decision making. Being a premier institute, the demarcation of each administrative post's 'key responsible area' is thinly defined. Though many Dean's posts have been created, they are complimenting each other in the present situation. However, coming time, they are expected to work independently so that decentralisation can be achieved.

- **Faculty perception**

  Faculty members express pride to work in this iconic institute. Many faculty members have achieved several milestones since foundation.

  Institute, HR practices and welfare schemes shall be revised time to time and also to enhance teaching-learning process, faculty needs stronger internal support system which will reduce their administrative involvement with controlled redundancy.

  Currently, faculty are working on various teaching and research activities at the department level. However, in future, faculty needs to work on interdisciplinary approach.

- **Support systems**

  Support systems consist of student support and faculty support. There is a need to augment the support system so that students and faculty can be actively involved in teaching-learning, research and other creative activities.

- **Research Activities**

  Institute is having R&D and Incubation centre in the department of ECE & CSE. So, there is scope of having research centres in other departments. CMRIT faculty have good number of

publications in reputed journals. However, CMRIT has scope for publications in well referred and peer reviewed journals. Similarly, many products developed by students under various projects can be filed for patents.

- **Student Enrolment**

  CMRIT has adequate enrolment of students from Telangana state. However, there is a scope of student enrolment from other states.

- **Student performance is good**

- Good university results and university toppers in every year.
- Success in extracurricular and co-curricular activities.
- Students need improvements in soft skills.

- **Students' Progression is commendable**

- CMRIT provides better placement offers to its students and record growth every year.

- **Extension and outreach activity**

- Collaboration with TSGOV, NGOs and JNTU in and around Hyderabad
- Scope for improvement in industry interaction activity such as industrial consultancy or R&D project
- Active collaboration with TCS, IBM and Capgemni and, many other industries and institutes of excellence.
- Students are engaged in societal activities through various clubs such as NSS, student welfare, etc.

Stakeholder expectations

Table 1 Stakeholder Expectations

Stakeholder	Expectations
Governing Body	• CMRIT as a Brand of Excellence • Good Governance • Attract Brighter Students. • Achieve superior Academic performance • Provide Research and Entrepreneurship Opportunity to Students • Enable Students to be Globally Competitive • Centres of Excellences • Financial Stability • Social Responsibility.
Faculties and Staff	• Job Security • Academic Freedom • Professionalism • Conducive Environment and Better Welfare Schemes • Faculty and Staff Development • Incentives for Research • Transparency with commitment
Students	• Good Academic and Experiential Leaning Experience. • Industry Relevant Learning • Equipped to Face Global Challenge • All-round Development • International Learning at Affordable Cost • Quality Placement, Career Guidance and Entrepreneurial Opportunities • Support for Co-curricular & Extracurricular activities • State of the Art Infrastructure
Parents	• Branding • Quality Teaching and Learning Process • Disciplined Students • Good Placement
Industry	• Industry Ready Professionals with Right Attitude • Strong Fundamentals Knowledge • Strong Industry-Institution Interface: Joint Research, Consultancy • CMRIT as a Brand
Society	• Social Service and Extension Activities by the Institute • Skill Development and Continuous education Centre • Resource Centre for Other Institutes • Consultancy • Graduates with Moral, Ethical and Responsible Citizenship
Government	• Update curriculum with National Education Policies • Better Citizen • Better Professional

SWOC Analysis

STRENGTH	• Committed Management • Offering a variety of UG and PG programmes • Located in the vicinity of the India's biggest Software development belt and close to Hi-Tech City • Excellent Infrastructure • Well-designed curriculum in consultation with reputed Industries • Qualified & Competent Faculty • Well established Training & Placement Cell • Research Centres & quality publications • Respectable Internships & Placements • Commendable attention on co-curricular, extra-curricular, extension and outreach activities • Disciplined Campus • Effective Collaboration with national organizations and foreign universities
WEAKNESS	• Decentralisation of governance • Less emphasis on interdisciplinary projects • Limited Placements in core companies • ambitions to be as software professional • Revenue generation through research, testing & consultancy is less.
OOPORTUNITIES	• Eligibility for autonomous status • Start OBE in engineering with CBCC & CBSS • Strengthen collaboration with industry in R&D Consultancy, training & internships. • International-Connect initiatives through foreign university tie-ups. • Enhanced community engagement
THREATS	• Entry of Deemed Universities & Autonomous Institutions • Multiple compliance requirements and time lines affecting Teaching and R&D • Inconsistency in policies among Statutory Regulatory Bodies. • Funding Infrastructure and R&D and revenue generation out of R&D • Retention and recruitment of Quality faculty

CMR Institute of Technology, Hyd.

Strategy I: Good Governance

The term "governance" indicates the formal and informal arrangements that allow CMRIT to make decisions and take action. The Governance overlaps considerably with management which is seen as the body for implementation and execution of policies effectively. The following Objectives have been set to promote good governance across a wide variety of contexts at CMRIT. These objectives are framed by considering major principles of "Good Governance such as Academic Freedom, Shared Governance, Clear Rights and Responsibilities, Meritocratic Selection, Financial Stability, Accountability, Team Building and Transparency.

Objectives

- Vision, Mission and Institution Goals.
- Governing Body and Organization structure
- Budget Practices and Financial Management
- Appointment, Development and Promotion of Faculty and Non-Teaching staff.
- Accountability and Equitable Allocation of Responsibilities.
- Institutional Charters and Handbooks.
- Transparency
- Stakeholders' Participation

Short Term Strategy:

- **Aligning stakeholders with vision and mission of CMRIT**

  Vision and mission of the institution will be communicated effectively to all stake holders. All departments, faculty members will be encouraged to align their activities, goals and target with vision and mission of CMRIT.

- **Decentralisation of administrative mechanism**

  Decentralization of administration with clear cut roles, responsibilities, and accountability, will allow the institution to make significant strides towards realizing the goals of better administration. Therefore, CMRIT will modify existing committee structure (including Deans, HODs etc) and assign defined roles, responsibilities, and objectives. Moreover, key performance indicators, a set of targets and goal have to be identified by members. Progress towards the goal realisation will be measured in administrative audit.

- **Creating and implementing Standard Operating Procedures (SOPs) and Policies**

- **CMRIT shall develop standard operating procedures for various academic and administrative activities for standardisation and quality assurance in academics, as well in administrative levels. Streamline the Recruitment and Selection procedures**

  CMRIT will streamline the recruitment and selection procedure to recruit best talent. The Recruitment and Selection is of paramount importance to recruit staff with proper skills and attributes to enable the institution to fulfil its objectives.

  Being apart, the institution adheres to the AICTE/UGC/Affiliating University Guidelines attracting the right talent through the panel of Staff Selection Committee.

  The incumbent who got shortlisted will then join CMRIT institution with proper joining and induction formalities.

- **Goal setting of faculty members**

  Every new recruit will undergo faculty orientation program. The appointed faculty member prepares his/her profile in coordination with HOD/Principal of the institute which includes his/her attributes, research activities, papers/books published, etc and sets goals for the next academic year inline within institutional goals. It is imperative to understand the importance of goal setting, for growing and expanding the department in terms of its departmental goals, student success and own career.

- **Faculty Performance Appraisal and Career Advancement Schemes**

  Faculties are being judged and evaluated by Students, HODs, and Director of CMRIT through Self performance Appraisal. The various parameters include Results Analysis, Student's Feedback, Conferences / Workshops attended, Research Areas, etc so as to distinguish between Evaluation, Assessment and Review. Based on appraisal, incentives, awards will be given and improvement measures (if required) will be suggested based on SOPs and policies. Suitable measures shall be taken for career advancement of faculty and staff. CMRIT encourages its faculties to update their Academic Performance Indicator (API) regularly. The objective of initiating this scheme is to ensure that the faculty would enhance their academic credentials in line with the institute expectations by participating more actively in academic, research and administrative duties.

- **Train the faculty, Deans and HODs for autonomy**

  As all faculties, Deans and HODs actively contribute in transforming the institute from traditional affiliating system to autonomy; CMRIT will identify the training needs for effective governance and will provide the training through various workshops, seminars and through deputation to various institutes of eminence.

- **Recruitment of faculty for Humanities and Social Science (HSS) & niche engineering domain**

  CMRIT has to introduce many courses related to Humanities and Social Sciences such as foreign languages, courses related to economics and other courses. Currently, these courses are taught by engineering faculty. Therefore, CMRIT will recruit faculty of HSS background. Similarly, latest subjects such as robotics and automation, mechatronics are taught by mechanical engineering faculty who has expertise in other areas. Therefore, CMRIT will recruit faculty having the desired area of specialisation.

- **Recruitment of adjunct faculty from Industry or Eminent Institutes and skilled technical staff**

  The key thrust is to improve the employability prospects of the graduates, the quality and quantum of research. Therefore, it becomes imperative to involve experts, professionals and researches from diverse fields to contribute to the emerging needs of engineering education system.

  To enhance relationships with the industry, renowned academicians and its alumni, it is proposed to bring in professionals as adjunct faculty from the industry/academia. CMRIT may have visiting/adjunct faculty from the industry or well-reputed universities or IITs.

  Technical staff is one of the most critical parts of the support system in any institutes. Moreover, due to autonomy, administration and other works significantly increased in the institute. Therefore, qualified, well trained, and sufficient technical supporting staff should be available in the institute.

Long Term Strategy:

- **Establishing E-Governance- ERP- Data analysis**

  CMRIT is committed to provide complete transparency in all its academic and administrative processes for effective and transparent governance. Establishment of paperless e-Office for efficient, responsive and accountable administration is to be implemented. CMRIT shall automate all the administrative tasks by implementing an ERP system.

- **Human resource policies**

  CMRIT will also explore new avenues of incentives, awards & welfare measures to attract and retain experienced staff. For effective Human Resource Management following steps shall be taken:

- Periodical staff development programmes.
- Comprehensive and effective performance appraisal of staff.
- Team building initiatives and good interpersonal relations.
- Implement the performance appraisal system based on API.
- Talent Search and Time bound plan for filling in the vacancies with qualified staff.

- **Participation of students in governance**

    Efficient Students' Council with wide representation of students in decision making, execution of policies and developmental aspects of the college is considered.

- **Budget Practices and Financial Management**

    For effective Financial Management the following steps will be taken:
    - Growth oriented budgetary allocation.
    - Financial freedom within the allocated budget.
    - Effective internal control, monitoring mechanism and forecast & estimation of expenditure.
    - Continuous efforts to obtain development grants from funding agencies such as UGC, ICSSR, DBT, DST, University etc.

- **Administrative Audit at the end of every academic year**

    Administrative Audit shall be carried out every year for the continuous improvement of administrative performance. The objective of administrative audit should aim to:

    - understand the existing system and assess the strengths and weaknesses of the departments
    - Suggest the methods for improvement and for overcoming the shortcomings.
    - identify the bottlenecks in the existing administrative mechanisms and to determine the opportunities administrative reforms
    - evaluate the optimum utilization of financial and other resources.

Measurable Parameters

- Departments are aligning their procedures, activities to meet the defined goals as per the vision and mission statement.
- All Deans, HODs, and other administrators are performing various tasks and activities as per their roles and responsibilities.
- All standard operating procedures and policies are published on CMRIT websites and tasks are executed accordingly with clear transparency.
- Various approvals and data collection is done using the ERP.
- Students are actively participating in various governance bodies.

Strategy II: Academic Excellence

To cope with the rapidly changing knowledge boundaries, today's student must seek to achieve academic excellence. CMRIT believes in the philosophy that academic excellence comprises making good grades along with maximum development of student's intellectual abilities and skills to serve humanity.

Objective

- Tie-up with institutes of eminence/reputed industries for curriculum development
- Syllabus development considering graduate attributes and stakeholder expectations
- Establishment of Teaching and Learning Centre (TLC)
- Provision for holistic education

Short term strategy

- **Curriculum and syllabus completion of current and upcoming batches.**

    Being an affiliated institution, JNTUH frame syllabus course structure and academic regulations for all its affiliated & constituent colleges. CMRIT shall add flavour to that curriculum by way of additional syllabus, practices, workshops, TTPs, mini projects, seminars, wherever required, in the interest of stakeholders.

    However, once CMRIT becomes an autonomous institution; then CMRIT starts compiling its own Academic Regulations, Course Structure, Syllabus along with Course Outcomes, Programme Outcomes, PEOs, PSOs, Vision and Mission for its respective programmes for all the years and communicate the same once get approved in its apex academic boards.

    CMRIT will incorporate the recommendations for syllabus suggested by JNTUH/AICTE/ TSGOV and stakeholders for all the four years for all its UG & PG branches. CMRIT continuously strives for excellence to inculcate essential skills relevant to Industry practices as its one of the best practices of Teaching Learning Process

- **Handbook of Information for students**

    CMRIT will publish and circulate Handbook for UG students giving all information regarding all UG and PG program, courses, electives, grading system, attendance requirement, fees structure and other information will be made available for every batch through website. Handbook for UG students will be published on CMRIT website before the start of new academic year.

- **Establish Digital Teaching and Learning Process**

    DTLP helps in design, development and monitor the implementation of curriculum as well as study, research, development, and implementation of innovative methodologies/technologies in the teaching-learning processes. The HOD-committee will also help CMRIT to streamline various academic processes.

- **Collaboration with reputed industries and institutes of eminence**

    CMRIT shall collaborate with reputed industries and institutes of eminence to match the industry expectations and provide holistic development though not an autonomous institution. CMRIT will adopt the methodology of curriculum development under the guidance of such institutes which will be beneficial in the long run.

- **Setting up holistic environment: Formation of student's clubs and other activities**

    CMRIT emphasis on setting up a holistic environment in the campus through various clubs and its activities. Through various clubs, extracurricular activities will be supported by CMRIT, including support for the major technical and cultural festivals conducted in the campus. CMRIT shall fund the various clubs, activities organized by the students, and

community projects. The clubs shall belong to science, mathematics, poetry, language, literature, sports etc. Such activities should also be incorporated into the curriculum to develop the creativity and critical thinking of students. Encourage community engagement as a course with credits as part of hobby-based initiative at UG and PG level. Such clubs shall kindle and nurture the love for technology, each club contributes for its own specialization through guest lectures by prominent personalities in the world of technology and science.

CMRIT will establish clubs under two categories: (1) Technical clubs and (2) Art and Social clubs. Faculty members will be advisors for various clubs, but the clubs will be operated and governed by students.

Long term strategy

Offering professional/core/interdisciplinary electives and R&D centre for diversified multi-disciplinary research projects

CMRIT will offer the options of pursuing professional/core/interdisciplinary electives and R&D centre for diversified multi-disciplinary research for students of UG/PG degree program once the autonomy is conferred. This allows students to have additional knowledge in some focus areas, providing them a career edge or knowledge to pursue an area of higher study in their field of interest.

- ### Restructuring of the department

  Department of humanities and Social Sciences will be formed with courses on languages, home science, music, economics that can be offered. In the long run, CMRIT has to check the response of students for various minor departments under its flagship. Depending upon the response, splitting of the department will also be considered based on applied science consecutively, the department of physics and department of chemistry.

- ### Increase the number of doctorate faculty members

  CMRIT should focus on increasing the number of faculty with Ph.D. Faculty shall be hired from diverse and global backgrounds to ensure that they blend in a world-class curriculum and pedagogy. It is essential that the institution also works on a faculty development and retention strategy to harness their talent. Therefore, the percentage of researchers i.e. Ph.D. faculties, should be increased to 30% by 2022 and 50% by 2025 out of the total faculty. Faculty should have Ph.D degree obtained preferably from institutes of repute.

- ### Infrastructure to Enable ICT based Teaching Pedagogy

  The teaching-learning process has become more enjoyable and effective with the help of ICT tools. Therefore, all classrooms and laboratories should be ICT enabled. All laboratories should be equipped with the latest and industry-relevant equipment and software. Faculty should be encouraged for preparing ICT material by providing desktops.

The required configuration of the desktop should be provided to the faculty involved in research.

The present mechanical labs is equipped with the latest CNC lathe of industry standard. However, the workshop should be equipped with necessary manufacturing facilities such as foundry, sheet metal working, as well as advanced manufacturing facilities like robotic arm, 3D printing etc.

- **Enhancing Job Competence**

    CMRIT will encourage student participation in GATE, CAT, cross-institutional competitions, talent hunt and technical competitions organised by industries and global internships. Through its alumni portal CMRIT will publicise the employer networks with the help of alumni and by training and placement cell.

- **Cultivating Entrepreneurial Spirit and Experience**

    CMRIT shall strengthen the platform to promote entrepreneurship through the IIEC and R&D cell. CMRIT will promote key concepts of entrepreneurship through formal course offerings, extra-curricular activities, student societies, and outreach activities. Through the extension and outreach activities, institute will widen the students' exposure to entrepreneurial experiences by collaborating with local and regional entrepreneurial programmes and engaging them as volunteer mentors. CMRIT will also help in filing intellectual property rights (IPR) to boost entrepreneurship.

- **Modernised Library & Information Centre**

    CMRIT will update the library by buying latest eBooks and e-Journals from renowned publications based on latest technology and as per futuristic syllabus.

- **Inclusion of value addition courses, training, or certification**

    Currently, CMRIT is organizing many technical sessions as extra activity, such as robotic certification courses and training courses for developing soft skills for final year students who appear for campus interviews. Such courses shall be part of the curriculum.

- **Move away from high-stakes examinations towards more continuous and comprehensive evaluation**

    This objective can be achieved by using more continuous and formative, and alternative assessment methods. The alternative assessment method can be reconfigured for online assessment methods. The current practice of sharing detailed readymade notes, question and answer bank and asking questions from the same in examination shall be stopped. Assessment should encourage the critical thinking, analysis ability of students.

- **New UG and PG Programs on Emerging and Market Relevant Technology**

    Once the Major and Minor programs have reached a certain level of maturity, CMRIT shall diversify its educational offering. The offering will be of two types, new undergraduate

programs (Example: B.Tech in Biotechnology) and the other is starting new programs in disciplines currently not present in the Institute (B.Tech in Robotics and Automation). Similarly, CMRIT shall offer new M.Tech. programs based on current industry demand and need.

- **PG program of one-year duration**

   Some students prefer short term programs after an undergraduate degree rather than a full-time PG program. CMRIT should offer courses which have shorter duration and high market values.

Measurable Parameters

- Compilation and publication of syllabus for autonomous status.
- Publication of handbook for UG students before starting of new academic year.
- Streamlining of curriculum development, monitoring and evaluation process.
- Introduction of courses on niche areas and courses on HSS
- Inclusion of value addition courses, training, or certification courses.
- More comprehensive examinations.
- Full admissions and job placement for new UG and G Programs
- Updating of Learning Management System
- Availability of e books/books and journal publications based on latest technology and as per curriculum requirement
- Minimum 30% faculty with Ph.D. 2022 and 50% by 2024
- Adjunct faculty from industry or institute of eminence.
- Availability of sufficient and qualified staff for labs and other teaching-learning processes
- Encourage more Faculty members towards receiving various incentives for teaching-learning, research and other contribution.
- Regular students' activities in various technical and arts clubs.
- More Involvement of students in the governance of institutes.
- Increased participations in various technical events.
- Increase the placement in industries, government sectors.
- Encourage Students' admissions in reputed institutes through GATE, GRE, GMAT etc.
- Increase in the entrepreneurships and incubation activities
- Increase the number of Patents published by faculties and students.
- Alumni participation in the activities
- More number of programmes to be organized
- Additional number of internships and projects to be completed

Strategy III: Research, Development, and Innovation

"Research is creating new knowledge." -Neil Armstrong

CMRIT strongly believes that in the new era of technology advancement, and globalization, educational institute will be sustainable only if it strives towards the new knowledge creation through research. The vision about the research programmes in our institute remains in enabling an

environment where there is also a strong culture of research and knowledge creation; more so in the multidisciplinary university settings.

Objectives

- Boosting research culture across the institute
- Create awareness and opportunities in Research and Development among the faculty and students
- Motivate the faculty members of the group for R&D activities in the area of their specialization
- Undertake research and consultancy activities and development projects offered by various agencies

Short term strategies

- ### Develop 'R&D Policy'

  It is important that research shall be conducted with the highest standards of integrity and probity. CMRIT shall set out the principles and code of conduct guiding the institution with regards to research of all kinds, in all the disciplines. Therefore, CMRIT shall develop a 'R&D Policy'.

- ### Facilitation of research by providing seed grants

  A stable administrative support system is crucial for research. A firm commitment of time, effort, money, and resources is required on part of the top management, the administration, and the academic leadership. If there is no display of commitment or mixed signals about commitment, then there can hardly be expected a flourishing research culture to develop. CMRIT should invest in the research facility by upgrading or procuring the suitable instruments and equipment. CMRIT supports the research internally by providing seed grants to selected projects.

- ### Research Infrastructure

  In the next five years, CMRIT shall establish Centres of Excellence (COEs) in the selected thrust areas. These COEs shall have state of the art equipment to enable world-class research and innovation. The equipment will also be made available for industries, outside researchers on chargeable basis. The COE shall house cabins for the faculties and designated seating cubicles for research scholars and other PG students.

- ### Develop 'National and International Relation Policy'

  It is vital that collaboration should be conducted with the highest intensity of relationship. CMRIT shall define the principles, standard procedures with regards to collaboration between partners at national and international level. Hence, there has to be a standard policy at institute level.

- **Facilitating industry and university alliances**

  For academic excellence, CMRIT should deepen the established links with partners (industry, university, etc.) such type of initiatives will provide unique opportunities to all the students and faculty members of CMRIT. CMRIT will focus on knowledge transfer between CMRIT and university/industry through conferences, guest lectures.

Long term policy

- **Strengthening of Institutional Innovation & Entrepreneur Cell (IIEC) and R&D cell at the institute level**

  CMRIT research policy paves way for establishing Centres of Excellence (CoEs). These CoEs will work to develop research proposals as per the thrust areas. Considering the future possibility, CMRIT will strengthen the Institutional Innovation Incubation & Entrepreneur cell (IIEC) and R&D Cell at the institute level. R&D cell shall work in motivating the faculty and students towards innovative ideas and projects.

- **Having direction, niche, or strategy for research**

  A research culture is enhanced by determining a research theme on thrust areas. Thrust areas will be selected based on national and State priorities/missions. Thrust areas currently under consideration by the Ministry of Education are Healthcare, Sustainable Habitat, Information and Communication Technology (IoT, AI, Cyber Security), Nanotechnology Hardware, Security and Defence, Environmental Sciences and Climate Change, Advanced Materials, Energy, and Manufacturing (Based on Imprint Program of MHRD).

National/ State Mission	Industry relevance	Import Substitution	
Energy Security and Efficiency	Information & Communication Technology (IoT, Artificial Intelligence)	Manufacturing Technology	Social Science and Humanities
Environment and Climate	Nano Technology	Security and Defence	
Healthcare Technology	Advanced Materials		
Water Resources			
Sustainable habitat			

CMRIT will develop research expertise in some of the above thrust areas. This will create a niche, and it will differentiate CMRIT from the rest of the institutes.

- **Increased Industry Engagement**

  To understand the requirements of industries, it is vital to have collaboration with industries. By leveraging talent, time and treasures from industry, the industry engagement would be productive. This productive work could cater to the services that solves the society problems. To match the pace of industry, the CMRIT would agree on establishment of Centres of Excellence (CoE), industry-oriented programs, research activities, etc.

- **Enhance Academic collaborations**

  The institute will strengthen its engagement with industries to promote industry expert's participation in institutional process like curriculum design, course content development, industrial internship and projects. The students will have a choice to study abroad for a short duration under international internship programme. Similarly, the student and faculty exchange programme will entail a number of joint academic studies. CMRIT will identify the higher education offering universities/countries and initialize collaborations with them. This will help to increase identity of CMRIT globally. Considering the current students, the university selection would be to meet the student's economic requirements.

  The strategic partnership will help to build a relation with industries and universities in the area of curriculum planning, development of courses, help in resource management like laboratory, technology, space, etc. Similarly, the collaborative research will involve students and faculty in a research centre to promote research projects, higher education (MS, PhD, Post. Doc, etc.)

  Student internship and exchange programs (3-4 weeks) in between two semesters in a year will groom the students at the global level. CMRIT will plan faculty exchange programs to teach or learn new technologies or to work on a research topic at other university. CMRIT will identify international universities to create joint programs that enables to transfer credits by the year 2025

Measurable Parameters

- Number of publications in reputed Scopus/WoS index journals.
- Students' involvement in the Undergraduate research.
- Effective use of R&D lab
- Admission in post graduate programs.
- Focus on faculty undertaking various research projects. Faculty receiving grants from various agencies for their research projects Number of MoUs, CoEs, etc.
- Number of field studies and industry projects and their outcomes
- Consultancy and number of graduated candidates
- Number of MoUs and beneficiaries

Strategy IV: Extension and Community Services

Extension and Community Services involves students and faculty members of CMRIT to serve the community. This is one type of teaching pedagogy where students learn and develop through active participation in organized community service. The aim is to meet local community needs, while developing their academic skills, civic responsibility and commitment to the community. The basic elements of this goal include Graduates with Moral, Ethical and Responsible Citizenship, Social service activities by the institution, Skill development for needy, Resource centre for other institutions, Consultancy and Continuing Education Programs. The objectives of these activities are to strike and strengthen relations with industry, to contribute directly to society at large and to spread awareness in the community about the important contributions of CMRIT.

Objectives:

- Green Campus

- Development of Organizational Structure and Staffing

- Spreading Awareness Programs to Empower the Citizens

- Mechanism to Understand Local Needs and Timely Delivery

- To Develop Vocational Training That Assist the Local Persons to Get Jobs

Short Term Strategy

CMRIT will focus on the organizational structure and staffing to increase the reach of extension and community services to the citizens of a particular region. New partnership with key leaders, maintain diverse workforce, and expansion of committees to increase the reach of services. CMRIT will provide professional development opportunities to enhance the capacity of the volunteers to deliver high quality expertise.

- **Transforming and maintaining the green campus**

CMRIT is committed towards the green movement to mitigate the impact of climate change. CMRIT will contribute its bit by tree plantation activity, install rainwater harvesting, and adopt the policy of zero use of plastic. CMRIT will also aim to generate and use of at least 5% electricity out of total consumption through renewable energy resources. CMRIT will also install water recycling plant and will aim to use the recycled water for plantation and gardening activities.

Long Term Strategy

CMRIT will support priority programs through adequate base funding, extramural funds and revenue generation. This also includes writing proposals and seeking the possibilities of funding with local and state agency partners.

The integration of research, technology transfer and extension of educational programming provides a sustainable model to fulfil the mission. The integrated network of local, regional and campus-based expertise is vital to the quality and relevance of applied research and timely information delivery.

- **Reach out to students/Industry**

  Enhance the public image of CMRIT Research and Extension as a premier information and educational resource, include easy access from local offices, answering email to receive requires, establishing public electronic communications, etc.

- **Aimed at filling gaps in mainstream services**

  CMRIT offers short courses and workshops for professionals, particularly in industry/society, to enable them to stay up-to-date and get qualified further. Also, conduction of different camps like health awareness, basic educations, etc. will help the citizens and empower them eventually. For the specific tasks, CMRIT provides technical expertise to individuals and organizations involved in socially relevant projects.

Measurable Parameters

- Budget from institution resources
- Number of nearby and adopted villages that went for Installation of rainwater harvesting projects and water recycling plant
- Generation of 5% electricity through renewable energy sources out of total consumption
- Modernisation of medical facility and availability of medical staff 24x7
- Number of projects executed or supported
- Educational tuitions/ support to village students (a list)
- Number of health awareness camps being conducted

BRAND BUILDING

Creating the brand name and then promoting it, is very essential to attract students from far off places. A brand name for educational institutions is defined by intangible factors like the quality of the education it imparts, its faculty, culture and resources available for students. Various other factors like campus size, infrastructural facilities available, quality of the graduating batch and their track record in terms of jobs obtained, assistance in placement of the students after completing their studies are very much relevant. CMRIT institute must define its uniqueness, decide what it stands for, articulate its distinctive features, develop a concrete plan and then implement it. Effective planning should take a holistic view of the institute and capitalize on its strengths and unique qualities.

Objectives:

- Design and Development of unique holistic Policy at Institute level

- Understand and analyses the institute's unique value from the stakeholders

- Financial support from management/leadership to enhance and execute development activities

- Undertake the communication activities to increase the uniqueness of the institute

- Enhancing Academics and R&D Activities to enable uniqueness.

Development of Policy for a Standard System

Higher education institutions are experiencing environmental changes like privatization, internationalization, decentralization, etc. Due to this, the competition is high and leading to form and execute branding activities. Hence, it is required to have standard system at CMRIT. This institute shall define the principles, standard procedures with regards to branding activities at regional, national, and international level.

- **Extensive analysis of stakeholders**

  For an institute like CMRIT, the stakeholders like industry, alumni, parents, students are vital in to know their expectations. These expectations have to be gathered and

analysed to understand their perception and the expectations. At CMRIT, the institute should define the system to identify and analyses the expectations which will help to decide brand value enhancing activities.

- **Academics and Institute Reputation**

  The academics in one of the important pillars of the institute. There is a strong relationship between the courses/programme offered and the reputation of the institute. The key parameters include strong curriculum, value added courses, technology-enabled learning, promising state of the art infrastructure, well qualified faculty, employability, research culture, etc. Hence, the institute should have strong academic and R&D processes.

  To reach out at the outside institute, the communication channels are important and must connect the stakeholders. CMRIT should establish these channels to get connected and spread the information about institute that help to enhance the uniqueness of CMRIT

  The strong commitment from CMRIT management is vital and should provide financial support for strengthening the uniqueness. Leveraging the alumni network is one of the most effective and low-cost options to create and then promote the brand. Build a web portal just for alumni and students. The institute has started spending very much annually on advertising and promotional activities. Such advertisements are not limited to newspapers/journals of repute only, rather CMRIT started giving advertisements on a number of reputed TV Channels, educational websites, etc.

- **Moving with Evolving Digital World**

  Modern era is the era of constantly evolving digital world. ICT has transformed the way young students communicate, network and access information. Educational institutions must make concerted efforts to cater to the needs of this online. Various social media tools such as Twitter and Facebook must be used in order to attract the students.

- **Create a virtual tour with personality**

  Through audio, video, and graphics, online campus tours can provide potential students with a personal experience that identifies the unique offerings and culture of the institution. all designed to give prospective students a look at what people on campus are like.

- **Communication using stakeholders**

  CMRIT should involve their students in contributing for the uniqueness effort. Colleges can raise visibility and build their brand with their target audience by offering programs tailored to that audience.

  CMRIT incorporates some features like real stories about students, faculty, and alumni to make admission brochure somewhat special instead of concentrating on typical facts and figures found in a typical college.

  Celebrity Endorsement can be used to promote their brand name.

STRATEGY IMPLEMENTATION AND MONITORING

Upon receiving the approval of Strategic development plan "VISION 2025" from the Governing Body then 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 AC. SMART (specific, Measurable, Attainable, Realistic and Time bound) concept shall be used of while arriving at implementation plans. All the measures of success are clearly spelt out in the implementation document and Head of the Institute (Director) along with leadership team is the custodian for implementation and its success.

- **Implementation Plan at Institution Level**

Strategy	Responsibility
Good Governance	GB, Chairman, Members of GB
Academic Excellence	Principal, Dean (academics), HODs, Faculty and Staff
Human Resource	
Augmentation Of Infrastructure	GB, Chairman, Director, HODs, Deans (Academics),
Student Development & Progression	HODs and Faculty, Dean (Student Affairs) and HODs
Research, Development and Innovation	Coordinator (R&D), Entrepreneurship Coordinator, Deans Academics,
Industry And Global Initiative	Coordinator (IIEC) and Coordinator(R&D)
Extension And Community Services	Dean (Student affairs), HODs, Faculty,
Institute Branding	GB members, Leadership team & Public Relations team

Measurable during Implementation

Strategy	Measurable Parameters
Good Governance	- Departments are aligning their procedures, activities to meet the defined goals as per vision and mission statement. - All Deans, HODs, and other administrators are performing various tasks and activities as per their roles and responsibilities. - All standard operating procedures and policies are published on CMRIT websites and tasks are executed accordingly with clear transparency. - Use of ERP for various approvals and data collection. - Streamline and standardised HR policy document - Students are actively participating in various governance bodies.
Academic Excellence	- Compilation and publication of syllabus for autonomy - Publication of handbook for UG students before starting of new academic year. - Streamlines curriculum development, monitoring and evaluation process. - Inclusion of value addition courses, training, or certification courses. - More comprehensive examinations. - Full admissions and job placement for UG and PG Programs
Research, Development and Innovation	- Reduction of publications in predatory and cloned journals and increase publications in reputed Scopus/WoS index journals. - Faculty undertaking various research projects - Faculty receiving grants from various agencies for their research projects
Extension and Community Services	- Budget from institution resources - Village adoptions - Societal activities are executed for support - Educational tuitions/ support to village students - Health awareness camps being conducted

CMR Institute of Technology, Hyd.

CONCLUSION

Strategic planning document is prepared by using scientific methodology available in the literature. CMRIT believe that strategic planning is a critical component for effective governance and management. Therefore, committee has taken rigorous efforts to analyse the education scenario at national and regional level, identified the expectations from various stakeholders while designing the strategic planning. All strategies are designed by keeping vision of CMRIT in the mind and these strategies are aligned to achieve the mission of the institute. By implementing all strategies successfully, various criteria of accreditation and many attributes will be automatically satisfied.

We, CMRITians, hopes that our strategic plan will escalate our pace towards the goal of achieving excellence in the field of education.