

Criterion VI – GOVERNANCE, LEADERSHIP AND MANAGEMENT (100)

Key Indicator - 6.2 Strategy Development and Deployment (10)

6.2.1. QIM: *The institutional Strategic/ Perspective plan is effectively deployed*

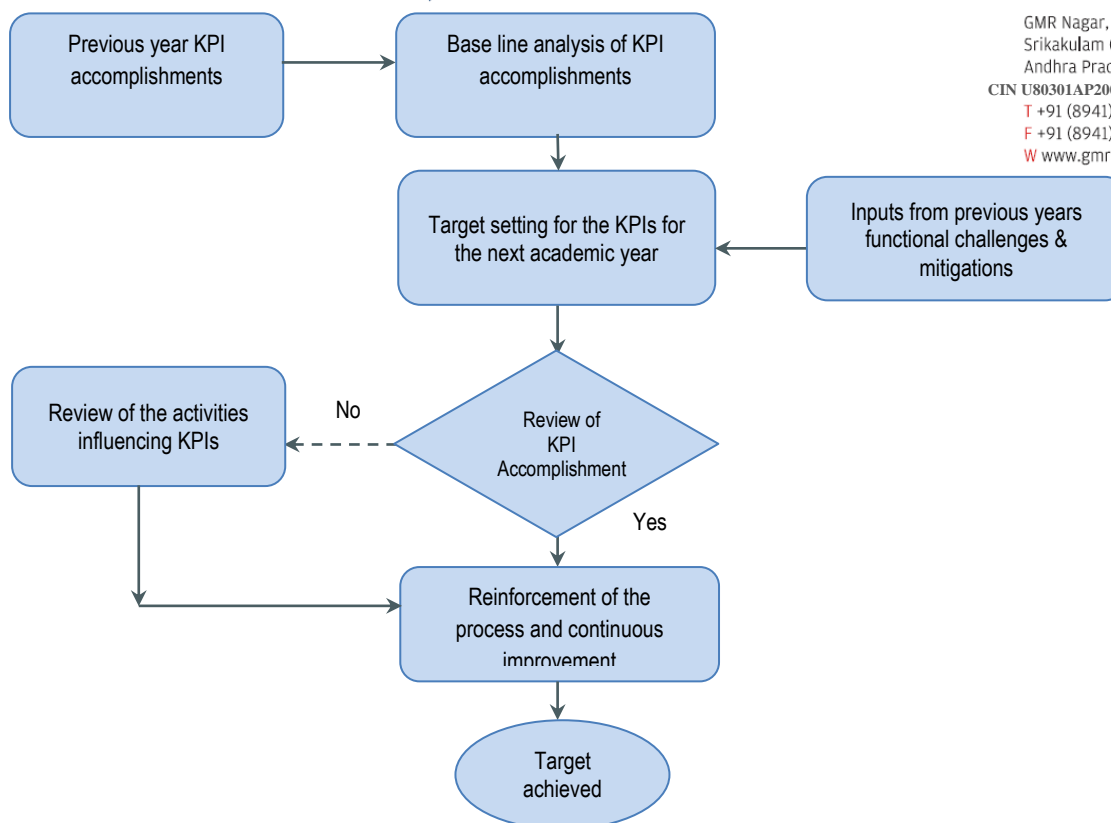
Describe one activity successfully implemented based on the strategic plan within a maximum of 500 words

Yes.

The institution has a well-defined strategic plan to review and enhance the key performance indicators of the institution in compliance with mission of the institute. Based on the strategic plans, action plans are formulated in the form of goal sheet which predominantly focus on

- a) Quality of students at entry level
- b) Academic performance and success rate
- c) Placements and higher studies
- d) Research outcome
- e) Industry-Institute-Institute interaction (MoUs)
- f) Rankings

Well before the commencement of the academic year, the strategic plan is formulated in consultation with all the Heads of the Department focusing on the above key performance indicators and accordingly as discussed above Goal sheets is prepared in line with the strategic plan. Subsequent to the formulation of goal sheets, the local management continuously monitors the progress of each KPI and the same is documented in the form of monthly information system (MIS). Further, the Chief Executive Officer (CEO) reviews the MIS and the same has been escalated to the top management for their kind perusal and inputs, if any. Subsequent to this, the progress is also being monitored and reviewed by the Management once in a quarter to ensure the compliance of the targets as per the strategic plan. Finally as this a continuous process, the goal sheets are revised every year keeping the benchmark higher and higher every year to move towards excellence. The entire flow of formulating the strategic plan is shown in Figure 6.1



Example: Strategic Plan for enhancing the Quality of Admission at Entry Level

A. Background of the location of the Institution and Challenges

- i. The Institution is located in a rural belt (i.e. Srikakulam District) where the majority of population residing in and around is below poverty line (BPL). Also this region is declared as one of the most backward region in the entire country and the predominant occupation is Agriculture and daily labors
- ii. Further, as most of the students in the nearby districts had their school education, it is observed that they like to get into city-based colleges though GMRIT is well ranked at country level
- iii. The above background poses a serious challenge in attracting good quality students as well as to avoid students mobility to other cities from this and nearby districts

B. Strategic initiatives

Table 6.2 provides various strategic initiatives and respective objectives. Table 6.3 gives the outcomes with respect to quality improvement of intake.

Table 6.2 Strategic Move

No.	Strategic Move	Objective (s)
1	Merit Scholarships based on AP-EAMCET Rank & Intermediate score at the time of admissions and annual academic performance	<ul style="list-style-type: none"> To retain the meritorious students in the region and to continue their higher education To motivate and sustain their academic performance throughout the course of study
2	Supporting meritorious students by providing Laptops at free of cost	To enable and enhance IT enabled learning environment
3	Global immersion program (International awareness program on higher education)	Provide international exposure and awareness and to establish network with international students
4	Conducting coaching classes for competitive examinations	To provide training facility to the students at par with the students of city-based colleges
5	Motivational and inspirational talks by the industry experts	To influence the students having entrepreneurial mindsets and fulfill their aspirations
6	Digital campaign through social media channels	To establish visibility and disseminate the credentials of the Institute at National level and to make them to understand the quality of education at par with and better than the city based colleges
7	Publicity through print and electronic media	
8	Organizing and sponsoring of crowd pulling events like mini-marathons and flash mob etc.	

C. Outcomes

The above narrated strategic initiatives were deployed during the last three years and significant enhancement in the quality of the students at the entry level is found. The following are the details of the students having EAMCET ranks less than 25000 and took admission in GMRIT.

Table 6.3 Outcomes

Academic Year	Less thank 25K
2017 - 2018	352
2018 – 2019	299
2019 - 2020	296

File Description

- Strategic Plan and deployment documents on the website
- Paste link for additional information
- Upload any additional information (List of students for last 3 years)