
Strategic Plan and Deployment Document

(2021-2030)



ADITYA ENGINEERING COLLEGE

An Autonomous Institution

Approved by AICTE, Permanently Affiliated to JNTUK, Accredited by NAAC with 'A' Grade

Recognized by UGC under sections 2(f) and 12(B) of UGC act, 1956

Aditya Nagar, ADB road, Surampalem- 533437, Near Kakinada, E.G. Dt., Ph: 99498 76662

Executive Summary

Aditya Engineering College is the premier institution which is providing better education in East Godavari district of Andhra Pradesh from two decades. The institution is offering Professional Programs in Engineering, Diploma, MCA and MBA.

Dr. Nallamilli Sesha Reddy is the founder chairman of Aditya educational society in the name of Aditya Academy at Kakinada in the year 1984, with a vision and mission to create a platform for holistic growth and success of students at all levels.

Aditya Engineering College is one of the institutions promoted by Aditya Academy. It is established in the year 2001.

Vision-Mission and Quality Policy of the Institution

Vision:

To emerge as a premier institute for quality technical education and innovation

Mission:

M1: Provide learner centric technical education towards academic excellence

M2: Train on technology through collaborations

M3: Promote innovative research & development

M4: Involve industry institute interaction for societal needs

Quality Policy:

AEC is committed to create, sustain and improve the outcome based learning through Total Quality Management and make itself a place for scientific and technological center, with continual improvement and team work as its strengths for achieving it's Vision

Milestones achieved by the institute:

- Accredited by NBA in the year 2008
- Permanently affiliated to JNTUK since 2011
- Recognized under section 2(f) & 12(B) of UGC in 2012
- India's first Platinum Ed-Vantage Campus with Microsoft - 2012
- Aditya global business incubation center is sponsored by DST in the year 2014
- Accredited by NAAC with A Grade in the year 2016
- Conferred Autonomous status by UGC in the year 2017
- Skill Development Center by APSSDC
- Scientific and industrial research organization (SIRO) Recognized by DSIR, Government of India

SWOC Analysis of the Institution

Institutional Strength:

- The Institute has Qualified and Experienced faculty
- Good Teaching and Learning process
- Effective execution in rural setup
- Produced Top rankers in the University Examinations
- The Institute periodically conducts Conferences, Workshops, and Faculty development programmes
- Well-designed employability skills assessment and Training programmes by in house training division "Technical Hub"
- Social extension activities like blood donation camps, educating rural students and organizing health camps by NSS

Institutional weakness:

- Student's results need to be improved
- Curriculum need more research component
- Long-term plans for research promotion need to be addressed
- External funding needs to be attracted
- Proactive efforts for industry-oriented consultancy needed

Institutional opportunity:

- Existing infrastructure can be powered to set the Institution towards global recognition
- Advancement in emerging technologies like Artificial intelligence, IOT, robotics and 3D printing provides scope for more employment
- Provincial industrialization and government initiatives like Make in India, Startup India provides scope for entrepreneurship

Institutional challenge:

- Faculty retention
- State regulated tuition fee and admission
- Low reading habits and spirit of enquiry among the students
- Faculty skill development in the areas of emerging technologies

Institutional Strategic Goals:

- Teaching and Learning
- Curriculum design
- Infrastructure Expansion
- Strengthen research & consultancy activities
- Faculty Development

Strategic Plan of the Institute

Strategic Plan 2021–2030 identifies the following broad targets:

S.No.	Strategy	Action plan	Target year
1	Teaching and Learning	❖ Development of e-content by establishing a media production centre	2023
2	Curriculum design	❖ To introduce interdisciplinary, transdisciplinary, and Multidisciplinary programmes	2025
3	Infrastructure Expansion	❖ To construct 2 more buildings to accommodate incubation centre, central library and Examination Section ❖ To augment advanced laboratory facilities to support research in emerging technologies	2023 2025

		<ul style="list-style-type: none"> ❖ Adequate infrastructure to become a University ❖ To modernize existing classroom facilities into the digital classrooms 	2025 2025
4	Strengthen research & consultancy activities	<ul style="list-style-type: none"> ❖ Minimum 2 publication per faculty a year ❖ Research training through assignments and field action programs for students ❖ Enhance industry–institute interaction to pursue consultancy ❖ MoU’s with higher education institutions and industries to facilitate faculty and student exchange programs/internships 	2023 2023 2024 2026
5	Faculty Development	<ul style="list-style-type: none"> ❖ Encouraging and incentivizing faculty to join for Ph.D. programs. 	2024

Implementation roles at institutional level:

Strategic Goal	Roles
Good Governance	Governing Body, Management
Curricular Aspects and Teaching-Learning	Principal, Dean-Academics, HOD’s and All Faculty
Infrastructure Development	Governing Body, Management and Principal

Human Resource Development	Governing Body, Management and Principal
Research and Consultancy	Dean-R&D, HOD's and All Faculty
Alumni Participation/Collaboration	Alumni Cell and Faculty
Effective role of Internal Quality Assurance System	IQAC