

Strategic Planning and Deployment Document

(2022-2026)

**THAMIRABHARANI ENGINEERING
COLLEGE**

Thatchanallur, Tirunelveli - 627358



Principal

THAMIRABHARANI ENGG COLLEGE,
Tirunelveli Tamilnadu-627 358

Message

Thamirabharani Engineering College (TEC) is one of the technical Institution which is promoted by Kalaiarasi Educational Trust, established in the year 2011 that imparts quality education to the students with high moral values. TEC has a vision to develop students by exposing emerging technologies and instilling entrepreneurial attitude. It is achieved by providing effective teaching-learning process by well qualified faculties with the aid of excellent infrastructure facilities. It provides conducive environment for the scholars to shape themselves as a good technocrat with social consciousness.

It provides various scholarship schemes such as Talented Student Scholarship (TSS) scheme, Single parent scholarship, Siblings Scholarship, Alumni referral scholarship, sports quota students, economically weaker section students apart from the scholarships offered by Government such as Post Metric Scholarship Scheme (PMSS), First Generation Graduate (FGG) students and Backward class scholarships.

The preparation of 'Strategic Planning & Deployment Document (SPDD) is made with the objective of achieving the goals of the Institution. The enthusiastic faculty members under the leadership of Principal and HOD's brought out the best possible detailed strategies and its deployment plan. I am confident that this team will implement the strategic plan in its total spirit. I congratulate the Principal, HODs, Faculty members, staffs and students and extend my best wishes for their future journey towards placing the institute to a new height.



Secretary

(Shri. Senthil Kumar Palraj)


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Preface

Strategic planning is an essential and continuous process for an Institution to achieve its Goals. Strategic Planning and Deployment Document (SPDD) is based on analysis of current hurdles and future opportunities and foresees the direction towards which the Institution should move to achieve its Vision and Mission.

The first part of SPDD is to address the vision, mission of the Institution with core values which is guided by the Governing Council Members, Principal, HODs, faculty, and all stake holders (employers, industry, alumni and parents) through SWOC analysis. After analyzing the internal and external environment, the institutional goals have been set up in all possible growth domains through continuous thought process and discussion.

The strategies with action plans have been derived to achieve institutional strategic goals. Effort has been taken to identify the implementation processes and monitoring measurable targets in line with the desired outcomes.


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THAMIRABHARANI ENGG COLLEGE.
Tirunelveli, Tamilnadu-627 358

Vision

- To be a center of excellence in Engineering, exposing emerging technologies and instilling Entrepreneurial Attitude.

Mission

- Empower students through effective teaching and learning process for the development of critical thinking, effective communication and creativity.
- Develop industry readiness by encouraging learning by doing, exposing current innovations and providing adequate facilities for Research.
- Create the entrepreneurship desire by developing individual skills, professional ethics, moral values and societal concern.

Quality Policy

We are committed to producing excellent technical personnel with ethical and moral values for the overall growth of the country through,

- Resolute efforts at all levels.
- Continuous infrastructure improvement.
- Improved teaching-learning process by committed and continually trained faculty.

Core Values

- Innovation
- Creativity
- Entrepreneurship
- Critical thinking
- Effective communication
- Professional ethics
- Moral values


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SWOC Analysis

Strengths

1. The Institution has a well-organized structure with academic and administrative Bodies, for guiding the continual development of Institution.
2. The Institution provides quality education at affordable fee structure catering to the neighborhood community.
3. Fourteen clubs are functioning effectively for the benefit of student's self-growth.
4. Infrastructure is given due importance for continuous improvements.
5. Dedicated and qualified faculties are present for academic and research supports.
6. Mentoring and a strong feedback system are helping the enhancement of student faculty relationships.
7. Extension activities are performed by various cells such as NSS, YRC etc., brings fame and name to the Institution among the neighboring society.
8. The teaching – learning process implements Outcome Based Education (OBE) and the stakeholders are aware of the process.
9. The discipline of the students is well maintained.

Weakness

1. Most of the students are rely on Government and Institutional scholarship schemes as they are from poor background.
2. The funded research projects and quality publications are yet to be enhanced further.
3. As the Institution relies majorly on tuition fees from students and it is fixed as bare minimum, the development of the Institution is slow and steady.
4. Retention of faculties is to be given little more consideration.
5. As the Institution is located in area where the less public transportation facility, the students and faculties rely only for Institute transportation.
6. Faculty cadre ratio for department is to be strengthened.



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Tirunelveli, Tamilnadu-627 358

Opportunities

1. As the Institution has the moto "Learning by doing", the practical sessions are given higher priority, the students communities are attracted.
2. As the discipline of the students are strictly maintained, the parents are coming forward

to admit their wards in this Institution.

3. The ICT tools are used by faculties for effective teaching-learning processes. Hence, students learning outcomes are effective.
4. Club activities attract the students as they are given opportunities to explore and enhance their talents.
5. The quality of academic and administrative initiatives is framed and executed by Internal Quality Assurance Cell (IQAC) and hence, the quality of education is steadily increasing.

Challenges

1. The students hesitate to accept job offers from far of locations as they are very much attached to their native places. In particular, the girl's students are highly reluctant to go to faraway places.
2. It is highly challenging situation to motivate them to be an entrepreneur as they are from poor family background.
3. The non-accreditation status of the Institution is preventing from getting research funds from various sources.
4. Placements with higher packages are challenging and to be given higher priority.
5. The parents prefer to send their wards as day-scholars as most of them are girl students. This attitude forces the Institution to operate more transport buses that increased fuel expenses considerably.


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Strategic Goals

After careful discussions and planning based on SWOC analysis, the team of TEC has come out with the following strategic goals for the Institution pertaining to the time period of 2022-2026.

Institution Strategic Goals

- Attract students of mixed category both rural and urban area for admission.
- Research publications and projects are to be enhanced.
- The revenue generation for the Institution is to be increased.
- Faculty retention and cadre ratio are to be improved.
- Transportation is to be minimized by enhancing hostel admission.
- Practice effective OBE based teaching-learning process.
- Emphasize on Industry Institute Interaction.
- Placement by reputed MNCs to be enhanced.
- NBA accreditation to be obtained for betterment of Institution



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Strategic Planning (2022 - 2026)

Goals	Action Plan
Attract students of mixed category both rural and urban area for admission.	<ul style="list-style-type: none"> • Provide wide advertisement about the Institution and its policies. • Social media such as YouTube channels to be made effective. • Current students are to be made brand ambassadors. • enhance sport activities and preference for sports persons in admission.
Research publications and projects are to be enhanced.	<ul style="list-style-type: none"> • Steps to be taken to research centre status for departments. • Encourage faculties to register for Ph.D., • To encourage faculties to publish more papers and incentives and ensuring career growth • Incentives for faculties in terms of growth opportunities and incentives when the funded research projects are obtained.
The revenue generation for the Institution is to be increased.	<ul style="list-style-type: none"> • Fee structure is to be revised based on accreditation. • Scholarship schemes is to be revised. • Concession for transport and hostel are to be avoided. • Alumni contribution may be increased by proper motivation
Faculty retention and cadre ratio are to be improved.	<ul style="list-style-type: none"> • Proper exit policy is to be framed and communicated to all faculties. • Career growth is to be projected and ensured. • The opportunities for facilities to be appraised.


Principal
THAMIRABHARANI ENGG. COLLEGE,
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Transportation is to be minimized by enhancing hostel admission.	<ul style="list-style-type: none"> • Parents are to be appraised regarding advantages of studies in hostel. • Students hostel facilities to be improved such as hot water, washing machine, dhobi, mosquito net, recreation and TV hall, Gym, sufficient plug points for laptop use, Wi-Fi facility, etc., • Students are to be permitted to utilize computer, library facilities after college hours and in holidays.
Practice effective OBE based teaching-learning process	<ul style="list-style-type: none"> • The concept of OBE is to be appraised for students. • The COs and POs attainment is to be briefed to students • Faculties to be encouraged to use hybrid mode of teaching with ICT tools. • Students should be provided with study materials such as books, NPTEL videos etc.,
Emphasize on Industry Institute Interaction	<ul style="list-style-type: none"> • Functional MoUs to be increased. • Student Internship and industrial projects are to be encouraged. • More Industrial visits are to be organized. • Guest lectures by Industrial experts are to be organized periodically. • Incubation centers are to be established.
Placement by reputed MNCs to be enhanced.	<ul style="list-style-type: none"> • Students are to be given proper orientation and motivation for accepting job offers at any place. • Placement and training programs are to be arranged more in number. • Women empowerment cell is to encourage girl students to go for jobs and more programs are to be organized.
NBA accreditation to be obtained for betterment of Institution	<ul style="list-style-type: none"> • The departments are to be appraised and recommend to keep the files related to NBA process. • The faculties are to be motivated to improve their profile in terms of academic, research and outreach activities. • Consultancy by faculties to be encouraged. • IPR awareness to be given to faculty and students. • Encourage faculty to file for patents.



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Strategy Implementation and Monitoring

After approval of strategic development plan from the Governing Council, it is implemented. The progress of strategic plan shall be monitored at various stages. The Principal along with quality initiative team members will deploy it in academic and administrative process.

Implementation at Institute Level

Governance & Administration	Members of Governing Council and administration office
Students Admissions	Principal, HODs and admission team
Statutory Compliance	Principal, HODs and coordinators
Infrastructure (Physical)	Governing Council and Secretary trustee board
Infrastructure (Academics)	Governing Council, Principal and HODs
Teaching- Learning	Principal, HODs, faculty and staff
Research& Development	Principal and HODs
Students Development	Principal, HODs, academic coordinators and staff
Departmental Activities	Department Advisory Committee, HODs, faculty and students
Training & Placement	Principal, Training& Placement Officer (TPO) & HODs
Quality Assurance	IQAC Coordinator and team members


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Monitoring of Strategic Plan


The implementation of strategic plan will be monitored by Principal along with quality initiative team members through periodic review. The deans, section heads along with IQAC team will review the progress. The setting of quality initiatives and its implementation will be carried out by the IQAC. The IQAC will report the findings to the Principal and Governing Council. With the outcomes of IQAC report, the corrective measures will be deployed periodically. All these reports will be forwarded for further discussions and implementation by the Board of Trustees.



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Conclusion

The Strategic Plan and Deployment Document (SPDD) is an effort for paving a pathway towards accomplishment of goals of TEC dreams to achieve. The SPDD is a guiding framework which is a collective effort delivered by the process of participative brainstorming of stakeholders. Proper implementation of strategies with sustained teamwork over a period by a dynamic process will pave the way in attaining the goals. To maintain the continuous improvement over the years, the implementation and assessment of quality initiatives by the IQAC is crucial.


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