

KOMMURI PRATAP REDDY INSTITUTE OF MANAGEMENT
Ghanpuram(V), Ghatkesar (M), Hyderabad. – 501301



Strategic Plan
2018-2023

Strategic Plan framed with Approval of 28th GB Meeting held on 16.06.2018

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KOMMURI PRATAP REDDY INSTITUTE OF MANAGEMENT

Imagine Innovative Inspire

Everyone can imagine but not everyone can implement. Here is place for your imagined idea to be innovated and inspire, KOMMURI PRATAP REDDY INSTITUTE OF MANAGEMENT popularly known as KPRIM, was established in 2010 by a visionary leader, Philanthropist & Educationalist, Shri Kommuri Pratap Reddy. The college provides a perfect ambience of aesthetically designed buildings. The sprawling campus is situated in Hyderabad-Warangal Highway which has setup in a calm, quiet, clean and eco-friendly environment acre to power your imagination with innovation and inspiration. The institute is providing quality technical education on par with international standard with awe inspiring Wi-Fi enabled infrastructure, well ventilated classrooms, laboratories to foster technological skills, and libraries where books span time, space, culture and genre. The college is affiliated to OU Hyderabad and is approved by All India Council for Technical Education, New Delhi.

The campus is equipped with the state of art Auditorium which facilitates the process of learning where various events are conducted to showcase the creative flair of the students. As a provision for physical fitness, the college also has a sports field and Gymnasium. KPRIM beautiful facility and rich campus is distinctively different from other college campuses across Hyderabad because of the dynamic community of supportive peers, caring and mentoring professors, and friendly staff who work here with commitment. It is an ideal setting for scholastic dedication, pleasant interaction and unbounded pragmatic exploration.

The highly qualified and experienced faculties at KPRIM implement innovative teaching methodologies with digitally acclaimed class rooms and integration of the latest teaching aids along with digitally acclaimed class rooms and integration of the latest teaching aids along with state of the art laboratories providing experiential learning. Notably, KPRIM focuses on training students in technical and interpersonal skills from their first year onwards itself.

KPRIM is also regularly conducting workshops and hands on sessions with emerging technologies. At KPRIM, expert talks, guest lectures by renowned professors from IIT, NITs,

JNTUH, OU etc., along with workshops, technical symposiums, industrial visits etc. and a range of extra-curricular activities and co-curricular activities are provided to the students with participation being encouraged at institutional state and national level.

KPRIM Large campus is equipped with free Wi-Fi and a spacious library with huge classification of books, National and International Journals. It also provides residential facilities for both boys and girls along with a Gymnasium.

About Chairman



KOMMURI PRATAP REDDY MA, LLB

Sri Kommuri Pratap Reddy garu is a Member of Legislative Assembly and an Educationist & Philanthropist. His vision for the development of the society has been never ending. From his view of developing the society, Mr. Pratap Reddy always believed that good Education and discipline are the pillars for a cultured society. His interest in creating an Institution of Excellence on par with international standards based on strong principles, unfolded the creation of “Kommuri Pratap Reddy Institute of Management”.

About Vice-Chairman



K. PRASHANTH REDDY B.E, M.S

Mr. Kommuri Prashanth Reddy a former “Senior Staff Design Engineer” U.S.A for more than 7 years with SanDisk Corporation and holds patents for USB flash drive design integrals. He pursued his M.S from California state University, U.S.A, and B.E from Muffakham Jah college of Engineering and Technology, Hyderabad. He has been a crucial reason for bringing international experience to provide quality education back home.

About Secretary



K. RAKESH REDDY B. TECH, M.S

Mr Rakesh holds Graduation in Civil Engineering and a Post Graduate in Construction Management from United States of America. His bright and dynamic nature and knowledge about the engineering education prospects and need for quality education for all has brought his interest into the field. He brings with him all his experiences of world class infrastructure and instructional facilities acquired in US to develop and provide the facilities on par with best institutes in the world.

Chairman's Message

KPRIM institution has aimed at achieving center of excellence status. It is heartening to note that all the hard work by Principal, HOD, Faculty and Staff has resulted in having well-articulated and clearly defined strategic plan document for KPRIM 2018 – 2023.

The Strategic Plan 2018-2023 has been developed in the context of the capacity expansion of the Institute as mandated by the AICTE norms. Given this setting, the broad objectives for the next spell are clear before us. These include the creation of the requisite infrastructure for the expansion, increasing the faculty strength and increasing the number of research activities and the research output.

These goals have been formulated in a manner that builds on the strengths of the institute and the aspirations of the faculty, staff and students. The vision for KPRIM laid out by Strategic Plan 2018–2023 is to be in one of the top private institutes, by being a regional leader in research and education, which will benefit society around us and the environment. The key pillars that will help the institute achieve this vision are course programmes, research, engagement with industry and entrepreneurial activity.

I congratulate to Principal, HOD, Faculty, staff and students and extend my best wishes for their future journey.

Wishing good luck!

Chairman

KPRIM

Preface

KPRIM is most admired institution for pursuing technical education. The institution aims to provide support to faculty and students to attain the knowledge as well as the skills that they aspire for.

Through this strategic plan 2018-2023 plan, KPRIM aims to offer a wider spectrum of facilities in order to meet the various education, innovation and research interests. In terms of its research capabilities, the college will incubate nationally recognized Centers of Excellence and nurture research capabilities that cater to the technology needs of the region. Industry and academic engagement is also a key pillar where the institute plans to enhance industry institute interaction. This Strategic Plan aims at providing the college a vision and direction for the next few years and strategizes collective efforts to realize the plan culminating into autonomy. True to its vision statement, the college aims to consistently provide and sustain an invigorating work environment that fosters a culture of excellence, innovation and entrepreneurship

These targets have been set after extensive consultation to ensure that they are both ambitious and achievable. The targets will likely be exceeded if the contributions of stakeholders—faculty, staff, students, alumni, international partners and collaborators from industry—are aligned and reinforce each other. The vision outlined in the Plan will then be realized.

I am sure SDP report will definitely give us direction & confidence in accomplishing vision and mission of our Institution.

Looking at a future with excellence!

Vision

Committed to be at the centre stage amongst the management education thus recognized as centre of excellence in management education by enabling the students to become the best of professionals.

Mission

IM1: To provide the contemporary knowledge and skills to make them professionally competent to meet the global challenges.

IM2: To establish an environment of academic excellence, research, and innovation beneficial to students, faculty and stakeholders.

IM3: To discover the understanding of management concepts and applications that drive effective organizations and use them to produce insightful leaders who create positive change in the world

Core Values

Core values are the pool for organizations to smoothen the progress of organizations and to ensure healthy organizational culture around us. The Core Values of the Institute will offer agenda of procedures for intentional engagement in the following ways.

- To ensure excellence in teaching, research and service to meet the needs of all our stake holders such as students, parents, employers, faculty, staff, community and citizens of India.
- To equip students with sound technical knowledge and skills.
- To offer educational programs of innovative concepts, creating a host of talented professionals.
- To encourage and open student-oriented culture with an understanding of students, their needs, goals and aspirations.
- To develop exceptional opportunities for study and research and a system of industry institution interaction, through industry liaisons cells, for students to contribute to our nation's economic growth.
- To evolve a friendly face of education with emphasis laid on management and research.
- To develop leadership characterized by openness, fairness and firmness.
- To foster respect for all people and appreciation of diversity in our academic enterprise.
- To promote civic responsibility expressed as public involvement, individual responsibility, personal integrity and commitment to service.
- To ensure accountability and proper assessment at all levels in the institute.

STRATEGIC DEVELOPMENT PROCESS

Strategic Plan 2018–2023 has been designed in view of the institution’s Vision, Mission and Quality policy, to sustain the achieved progress, to make the students academically and technically sound and to top career opportunities.

The Strategic plan 2018–2023 identified the following broad categories which aim at:

- Achieving NAAC accreditation by the end of Academic year 2023-24.
- Establishing vital Research & Development facility.
- At least 5% of students need to be turned as an entrepreneur.
- To improvise student placements.
- To organize more professional activities this will benefit students to become technically strong.
- To organize FDPs, Workshops for faculties which will enhance their teaching learning skills.
- To establish strong network with stakeholders.
- Improvement of quality of student projects
- Automation of library.
- Providing excellent infrastructure and creating conducive learning environment.
- To acquire Permanent Affiliation from the University.

SWOC Analysis

Strengths

- Strong Curriculum
- Caliber of students
- Team work of faculty & staff
- Quality of faculty
- Research growth
- Quality graduate program
- Strength of character – steadiness in the midst of difficulties, strong work ethic and commitment to quality, positive morale, commitment to seek opportunities in face of adversity
- Student environment -learning communities, programs, student organizations
- Computerized central library and digital library with ease access to e-Journals NPTEL video courses through intranet.
- Value-added courses
- Close proximity to industries and R&D organizations

Weaknesses

- Lack of diversity
- Lack of consistent enforcement of policies and procedures
- Geographically distant from a large urban area
- Infrastructures and labs need extensive maintenance and renovating with little funds to do so
- inadequately funded programs
- Failure to reward programs that are income producing

Opportunities

- Opportunity to maximize on potential of Centers of Excellence
- Establish stronger relationships with R&D organizations
- Interdisciplinary growth across departments
- Practice-based research
- Increase and strengthen internal collaborations and external collaborations

- Focus on excellence with an emphasis on areas in which the College should grow

Institutional Challenge

- Competition from local and regional institutions.
- Create awareness for engineering profession and related job opportunities.
- Alternative providers, i.e., on-line universities and community colleges.
- Lack of state funding of capital improvement.
- Exposing the teaching faculty to the Industrial scenario.
- Reduced research funding
- Reduction in qualified applicants

Strategic Goals

KPRIM, as a modern research Institute, performs a diverse set of activities, which include creating an enabling ecosystem for innovation and entrepreneurship is thus a key activity for progressive educational institutes. In addition to the broad range of activities that the Institute carries out in pursuit of its mission, the following goals have been identified to be given special emphasis in the strategic plan:

1. Enhance engagement with society and industry
2. Broaden educational areas
3. Improve internal support systems
4. Enhance student experience
5. Broaden funding base
6. Advance frontiers of knowledge
7. Enhance diversity
8. Develop a cleaner and greener campus
9. Good Governance
10. Financial Management
11. Retention Development
12. Teaching, Learning & Evaluation Process

1. Enhance Engagement with Society and Industry

KPRIM engages with the outside world to effectively execute its stated mission as well as its activities. Through such an engagement the Institute hopes to understand needs and issues as well as to inform, educate and share best practices. This also helps to build perspective and awareness among faculty and students and is a source of creativity and innovation. The engagement makes research and teaching more relevant and often results in direct benefits to society. The Industrial Research and Consultancy Centre is the primary interface for research and consultancy projects and provide support to centers and individual faculty members to drive the engagements. The outside engagements have benefitted the Institute in many ways and it is planned to increase the scale and scope of interactions. The institute will aim to create an

ecosystem for deeper collaboration with industry in several modes, including consultancy, sponsored research projects, technology transfer and continuing education. We will build collaborations in education through well-structured student internships as well as appointment of industry professionals as Adjunct Faculty.

- Develop an ecosystem in the campus to enable and support faculty involvement.
- Set up a business accelerator in the campus and strengthen incubation and entrepreneurship ecosystem in the campus.
- Enhance engagement with educational and research institutions in the region with joint workshops and joint research by providing seed funding.

2. Broaden educational areas

The existing well-established programs provide a foundation for further expansion. One coordinate of expansion is starting new undergraduate programs and the other is starting new programs in disciplines that are currently not present in the Institute. Both these forms of expansion will make the student body more diverse in their interests and the educational offerings. This expansion will enrich the student experience and make the Institute more capable of addressing complex research problems. The Institute would also benefit by developing expertise in areas related to the needs of the local industry and business. The Institute is keen to encourage inter-disciplinary education. Design thinking as well as soft skills will be integrated into the departmental curriculum.

3. Improve Internal Support Systems

KPRIM has grown significantly with the student's strength doubled over the years. The complexity of its activities has increased with strong linkages and joint programmes with government agencies, industry, international universities, alumni and society.

Supporting staff numbers have depleted over time and there is a deficit felt, in particular, of technical staff and staff with specialized qualifications. Although several of the Institute processes are online, the level of integration of the systems is low, resulting in duplication of efforts and a poor capability of extracting data for planning and monitoring. The administrative load on faculty for running projects, routine department administrative activities, purchases, and conferences is significant. Setting up and maintaining research infrastructure is another area where faculty spends a lot of time. The Institute will create a pool of manpower to help faculty with these tasks, thus freeing up valuable faculty time for teaching, research and outreach. The

Institute has installed a modern and comprehensive Enterprise Resource Planning (ERP) system after streamlining all processes with the aim of improving efficiency and transparency of operations.

The number of technical staff in the departments will be increased, including senior staff with higher qualifications. The Institute will provide additional administrative staff to departments to manage routine work such as, arranging admissions and examinations, maintenance, recording minutes of meetings, as well as specialized activities such as publishing newsletters, maintaining website and engaging with industry and alumni. The Institute will enhance the purchase section to provide greater support for facilitating purchases in a timely manner. A conference/CEP course support cell will be set up to help arrange conferences/ CEP courses.

The Institute will provide adequate staff and online systems to enable maintenance of the estate and buildings at a higher standard. Action points u Simplify systems and processes with a modern ERP system.

- Appoint and empower department to support and co-ordinate purchase, maintenance and administration in the Department.
- Implement new recruitment rules to attract qualified staff at various levels.
- Conduct annual satisfaction survey.
- Service orientation and training for staff, service response and online complaint systems.
- Establish improved faculty orientation and mentorship programme for new faculty members.
- Reduction in average processing times
- Continuous improvement on satisfaction survey scores

4. Enhance Student Experience

KPRIM attracts the best students of the country and offers them flexible but rigorous academic programmes and facilities for a wide range of professional and extracurricular activities. The quality of infrastructure in some cases is not of the required standard and needs upgrading. The Institute will construct new hostel. The existing hostels will be upgraded or reconstructed, depending on the state of the structures. The facilities provided for extracurricular activities will be enhanced and facilities such as cafeterias and food courts will be built, as required. Engagement of faculty with students, particularly undergraduate students, has reduced with

increased class size. The faculty advising system will be restructured and systems to help students with academic problems will be provided counseling. The Institute will aim to have smaller class sizes, especially in department courses. A teaching/ learning center and a writing support center would be set up to support faculty and students. Student interactions with administration will be simplified and automated, where possible. Students will be included in processes for planning of campus development, including green campus initiatives.

- Enhance and recap faculty advising system to improve interactions.
- Improve support systems for academically weak and vulnerable students.
- Conduct annual student satisfaction survey and setup a complaint redressal system
- Enhanced student facilities including cafeterias, food courts and interaction spaces.
- Establish Teaching/ Learning Centre and Writing Support Centre.
- Support for student participation in international technical competitions, including academic credit for learning by doing.
- Supervised internships for students in industry for longer duration.

5. Broaden Funding Base

KPRIM has grown in size and scale as well as in the range of activities it undertakes. Costs for running these activities are rising and there is a growing need for building infrastructure as well as modernizing. There is an ambition for the Institute to be counted among the top Institutions of the India. Although the Institute has been receiving government grants to cover a significant part of the of the recurring as well as capital expenditure from government grants, other sources of KPRIM has developed a strong reputation for excellence and reliability and has a large number of well-wishers and supporters. The Institute also has developed a potential for engaging with government departments and industry on significant projects. There is a possibility of leveraging this potential to generate financial support for the Institute. The Institute should continue to make a case to the government for a base level of support to take care of expenses such as salaries, scholarships and library subscriptions, basic infrastructure and its maintenance and at the same time work to increase alternate sources of funding. Fees for regular students are unlikely to be increased significantly in the near term. However, increases in fee income are possible for well targeted professional courses and short-term courses for executives.

- Increase internal revenue through master's level courses, executive programmes and professional courses.
- Improve financial management using ERP and establish methods for costing space, facilities, utilities and managing costs.

6. Advance Frontiers of Knowledge

Research is the core activity of the Institute and forms the basis of the ability of the Institute to advance knowledge and to address the challenges of industry and society. The Institute will continue its efforts to enhance its research contributions. The Institute will continue its efforts to attract outstanding young faculty, senior faculty and post-doctoral. The Institute will continue to enhance the environment of academic enquiry by arranging seminars by accomplished researchers worldwide along with speakers; thus, increasing interaction among researchers from diverse fields. The Institute will provide support to students and faculty to present their research at international and national conferences, and will encourage the holding of conferences with a strong research focus in the campus. The Institute will encourage collaborative research within by supporting the formation of multidisciplinary Centers devoted to specific themes. The Institute will continue to support setting up of major research facilities, which are of use to several faculty. The Institute recognizes that access to quality data is essential for research. The Institute will set up mechanisms to provide faculty and researchers access to the data needed for research and evolve a policy for data access and use. Action points u Establish mechanism to support high impact research through an annual call for proposals and a process for identification of thrust areas.

- Enable access to data required for research and specify a data use and access policy.
- Encourage formation of multi-disciplinary research centers in high potential areas and enable cluster faculty hiring.
- Proactive and flexible mechanisms to attract high quality faculty and researchers.
- Encourage and support advanced research conferences at the Institute. Department to set up awards committees to help identify and nominate faculty and researchers for national and international awards.

7. Enhance Diversity

The Institute will encourage diversity and strive to provide an inclusive and supportive environment to physically handicapped, minorities and weaker sections of the society. KPRIM

strives for equal representation from men and women among its faculty, students and staff members. The Institute would like to create an enabling environment and take initiatives to move towards greater number of women in the campus.

- To address needs/complaints of diverse individuals/groups on the campus and ensure fairness and no discrimination.
- Focused outreach to present women students, alumni, faculty members as role models
- Convey the exciting career opportunities provided by a Management education.
- An annual audit of facilities and campus infrastructure to enhance access and convenience for the physically challenged.
- Explore flexible working hours or the option of work from home for students with young children or ailing dependents

8. Develop a Cleaner and Greener Campus

The most distinctive characteristic of the institute is its close-knit and integrated residential community. This residential experience is central to the Institute's educational programme, and offers its residents a supportive and enriching environment, full of opportunities for working beyond office hours and personal growth. The Institute is committed to grow sustainably and develop as a model clean, green campus. The existing Green Campus Committee which consists of representatives from students, faculty and staff decides campus policies to promote sustainable practices and maintain the flora and fauna of the campus. This committee will be supported by a cell that will monitor, implement and enable the policies and initiatives of the Committee. Initiatives will include smarter buildings, energy efficient appliances, increased use of renewable energy, improved solid waste and waste water management systems, increased recycling, and making the campus more pedestrian and cycling friendly. The campus will move towards a reduced energy and carbon footprint (low carbon campus) and a zero-discharge campus. New innovative technologies for energy, waste management and emissions control will be showcased on the campus and their viability assessed.

- Low carbon campus growth.
- Involve students in campus planning including green campus initiatives.
- Monitor metrics by creating a network of sensors and report sustainability metrics.

- Setup a cell which will monitor, implement and enable policies and initiatives of the Green Campus Committee
- Establish Green Campus metrics and work towards reducing carbon footprint water footprint, energy footprint u Improvement on green metrics.

9. Good Governance

Governing Body:

- Performance management of GB members through specific responsibilities
- Evaluation of institutions performance and bench marking
- Guiding and approving policy matters

Vision, Mission and Institution Goals

- Vision, Mission development & their articulation
- Setting short term and long-term goals
- Institutional Strategic development plan
- Institutional strategic goals setting

Transparency & Leadership

- Transparency in Leadership & appointment of Key positions
- Service conduct rules and polices formulation, approval & implementation
- Grievance Redressal mechanism
- Leadership Development through decentralization

Internal Quality Assurance Cell & Accreditation

- Setting up of IQAC with internal & external members to audit processes
- Establishing internal audit committee for regulatory compliance
- Systems, checks and balances – Remedial measures.

10. Financial Management

Budgeting

- Department wise Budget planning of all head of accounts
- Forecast & estimation of revenue.
- Forecast & estimation of expenditure
- Emergency plans
- Budget formulation & approval through Finance committee

Financial Governance (HoD)

- Planned expenditure management
- Procurement and Financial policies implementation
- Monthly Audit (Internal/External) checks-balances
- Support through research, consultancy and training

Outflow Management & Growth plans

- Monitoring expenses as per budget planning
- Predicting internal revenue generation
- Treasury (surplus funds) management
- Growth-Expansion plans

11. Retentional Development

Talent Hiring & Retention policy

- Merit based hiring policy formulation & implementation
- Career advancement Schemes
- Scientific induction / orientation of new talent
- Critical talent identification & retention measures

UGC/AICTE Scales, Rewards & Recognitions

- UGC /AICTE scales implementation for all cadres /designations
- Additional cadres to be created for deserving staff
- Rewards–recognitions & incentives
- Welfare policy formulation & implementation

Conducive working environment

- Best work facilities and infrastructure
- Role & responsibilities clarity and empowerment
- OnlineaccessstoLibrary-journals24X7hours
- Township/ quarters facility

Career growth & Development

- Sponsorship/ Deputation, sabbaticals for higher education & Exchange programmes
- Sponsorship to participate in national / international conference
- Deputation to premier national / international universities / industry

12. Teaching, Learning & Evaluation Process

Bench mark with Premier institutes

- Constitute academic teams and visit premier institutions
- Customize & implement best practices

Curriculum Design & Lesson plan

- Design curriculum as per all graduate attributes and expectations of stake holders
- Develop lesson plan as per OBE & academic calendar
- Develop – learning content
- Bench mark with industry requirements
- Use of LMS to support students

TNA and upgrading faculty & staff competence

- Conduct training need analysis every two years
- Conduct/depute faculty and staff or competence development
- Support paper publications and presentations
- Provide opportunities for networking
- Train faculty to use LMS effectively

Knowledge Delivery & Outcome based education

- Define outcomes of each teaching learning initiative
- Continuous Assessment and evaluation to measure outcomes
- Establish Research Culture
- Access to online learning
- Mentor on academic, career & higher educational opportunities

Evaluation & Assessment

- Create proper feedback system
- Continuous progress assessment
- Question bank development & Term end examinations
- Credit transfers and performance development