



# **GOUTHAMI**

**INSTITUTE OF TECHNOLOGY AND MANAGEMENT FOR WOMEN**

Approved by AICTE, New Delhi,  
Affiliated to JNTUA, Ananthapuramu & SBTET, Vijayawada



## **STRATEGIC PLAN 2023-28**

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## **PREAMBLE**

A woman is a full circle, with the power to create, nurture and transform. It has been preserving excellence as a continuous process. Our aim is to create a workforce that can handle the uncertainty of the coming times and prosper with the abilities and skills acquired through professional and technical education. Empowerment of women through education is the need of the hour, and "Gouthami Institute of Technology & Management for Women (GITAMW)" continuously strives for it. Our institute has made deep forays into contributing world-renowned women technocrats, successful entrepreneurs, competent professionals, leaders, innovators and researchers.

Knowledge is the only tool they will have to build the world to be a better place. We wish to make innovation the basic theme of engineering education and the synergic competition with the full potentiality of women empowerment exclusively to make them self-dependent and competent to global challenges. we urge the students to utilize their time and knowledge to build and develop themselves with the available resources.

"Gouthami Institute of Technology & Management for Women (GITAMW)" was established in 2009 in Proddatur with the noble objective of promoting technical education for women in the backward region of Kadapa dist. It is an institution functioning under Mother Teresa Christian Minority Educational Society, Jammalamadugu. Its objective is to produce highly innovative, motivated global leaders in the field of engineering education. The institute is located on a sprawling campus of 5.10 acres with a lovely landscape in a lush greenish, hillock, calm and congenial atmosphere. The institute is situated on National Highway between Proddatur and Jammalamadugu. It is about 6 kms from Proddatur town and 60 kms from Kadapa (by Road). The nearest Railway stations are Proddatur(PRDT) and Yerraguntla(YA). GITAMW is housed magnificent and spacious buildings designed to suit the modern concept of engineering institutions. The campus also has CC Cameras to provide better education with more surveillance. JNTU Anantapur has granted affiliation to GITAMW through a notification dt:08-Oct-2009 after approval from the AICTE-New Delhi, Letter of Approval (F.No.AICTE/E&T/AP-NEW/2009-10 dt: June 27, 2009) and approval from the state government through the G.O.No 86 (Andhra Pradesh State Govt).

# Summary of Institution

## 1. Sponsoring Body

Name of Body : Mother Teresa Memorial Christian Minority Educational Society  
 Members : 1. Smt. J. V. Nagasivamma  
 2. K. Ram Babu  
 3. Smt. K. C. Babamma

## 2. Year of Establishment : 2009

**3. Affiliating University** : Jawaharlal Nehru Technological University Anantapur (JNTUA),  
 Ananthapuramu.

## 4. Governing Body Members

S.No.	Name of the Member	Designation	Area of Representation
1.	Smt. J. V. Nagasivamma W/o. B. Ravindra Reddy	President	Society/Trust/Management
2.	K. Ram Babu S/o. K. Babaiah	Vice President	Society/Trust/Management
3.	Smt. K. C. Babamma W/O. C. Nagur	Secretary & Correspondent	Society/Trust/Management
4.	J. V. Prathap Reddy S/o. J. V. Subba Reddy	Treasurer	Society/Trust/Management
5.	Smt.C.Shailusha	Member	Society/Trust/Management
6.	K. M. D. Rafi	Member	Society/Trust/Management
7.	Smt. B. Deepthi Nikhila Reddy	Member	Society/Trust/Management
8.	1Member to be nominated by the AICTE	Member	Educationist/ Industrialist
9.	1Member to be nominated by the UGC	Member	U.G.C. Nominee
10.	1Member to be nominated by the State Government.	Member	State Govt. Nominee
11.	Dr. G.Venkata Nagesh Kumar, Prof. & Head of the Department EEE, JNTU college of Engineering, Pulivendula	Member	University Nominee
12.	Dr. M. Rama Subbamma	Member	Principal of the College
13.	Mr. Y. Prakash Rao,Vice-Principal	Member	Faculty of the College
14.	Mrs. B. Venkateswaramma	Member	Faculty of the College

## 5. Details of Programmes Offered:

S. No.	Dept.	Name of the Programmes	YoS	Level (UG/PG /Ph.D)	Total Number of Students					Total Number of Teachers
					I	II	III	IV	Total	Total
1	EEE	B.Tech-EEE	2009	UG	1	3	7	25	36	08
2	ECE	B.Tech-ECE	2009	UG	43	64	68	70	245	15
3	CSE	B.Tech-CSE	2009	UG	97	95	99	72	363	18
4	CSE(AI &ML)	B.Tech-CSE(AI&ML)	2022	UG	23	28	0	0	51	8
5	H&S	-	-	-	-	-	-	-	-	22

## **INSTITUTE VISION**

To prepare professionally superior and ethically strong global women power in technology and management to serve the nation and the world.

## **INSTITUTE MISSION**

To strive hard in training the students with the current technology and motivate them to take up research Problems and innovations associated with professional and personal to meet the challenges in this competitive world with utmost efficiency.

## **QUALITY POLICY**

- ✚ GITAMW aspires to impart futuristic technical education by enhancing the teaching-learning process on a continual endeavour and thereby developing the Institute as a Centre of Excellence.
- ✚ Provide value based quality education with well equipped infrastructure to all the rural women for developing them as a competent and responsible citizen.
- ✚ Impart necessary training for acquiring the soft skills and thus make them employable while in campus.
- ✚ Contribute to the nation and beyond through the state of the art Technology

## **CORE VALUES**

### **1: Excellence:**

GITAMW relentlessly attempts to maintain standards of excellence in Teaching, Learning Practices.

### **2: Self Reliant & Responsibility:**

GITAMWW nurtures the young women in all practical aspects to be Self-Reliant and Providing a high-quality educational experience for women engineers.

### **3. Ethics:**

GITAMW mould the students to apply ethical principles and commit to professional ethics, responsibilities and norms of the occupational practice.

### **4. Eco Friendly campus:**

GITAMW supports eco-friendly environment through facilities that range from a splendid lush green campus to world-class green-building infrastructure. GITAMW encourages innovative energy and water efficiency measures for a resource-efficient future.

### **5. Innovation:**

Promoting innovation and leading and developing all stakeholders

## **QUALITY OBJECTIVES**

The institution has a well-defined strategic plan with the following objectives.

- 1) To provide our students technical knowledge and hands on experience by providing quality education system through Theory and Practical Classes including latest e-learning practices.
- 2) To impart necessary training for acquiring the soft skills and thus make them employable while in campus.
- 3) To empower women students and to empower our Faculty & Staff to update their knowledge from time to time for facilitating our students in their learning process.
- 4) To achieve excellent results for our students both in academics at the College / University Level and also on Campus Placement.
- 5) To continually improve our Quality Education System through customer satisfaction duly monitoring their feedback from time to time.
- 6) Promoting Research and development activities
- 7) Establishment of Incubation center
- 8) Strengthening of Infrastructure
- 9) Strengthening of skill development activities
- 10) Developing sports and cultural facilities
- 11) Increasing library learning resources
- 12) Implementing Go Green Initiatives
- 13) Solar power generation
- 14) Improving Alumni relations
- 15) Wi-fi enabled campus
- 16) Enhance the Industry Institute Interactions
- 17) Increasing of MoUs with globally reputed institutions and organizations
- 18) Encouraging the faculty and staff with welfare measures.

## **Institutional Strength**

- An adequate number of well-equipped laboratories and classrooms with ICT facilities.
- Experienced, Qualified, Dedicated, Dynamic & Proficient faculty with an attitude to excel in the profession. Project-based laboratory courses.
- Teaching methodology with exposure to industry requirements & Ragging-free environment.
- IQAC was created for quality control, continuous evaluation and improvement.
- Encourage students to actively participate in community development programs through NSS.
- Provides Placements to all eligible students. the spiritual, pleasant, and intellectually stimulating environment of the campus.
- Training and Grooming of students to make them industry ready and enhancing their employability skills by imparting technical training, Soft skill and communication skills classes etc.

- Faculty development and skill enhancement programs.
- Computational facility and internet connectivity.
- Institute promotes co-curricular and extra-curricular activities Well established library with a good number of knowledge repositories.
- Continuous mentoring and monitoring of students
- The college has well defined organization structure with statutory Bodies, cells and committees for translation of the college strategy.
- NPTEL Local Chapter to offer students MOOC courses.

### **Institutional Weakness**

- Less a number of student entrepreneurs.
- Students' communication skill has to be improved as students are from rural background.
- Industries' contribution to patents and cutting-edge research is low. Patent publications need to be improved.
- International and National Collaboration activities to be done.
- Quality publications need to be improved
- Institute is lagging in Sponsored projects

### **Institutional Opportunity**

- Methodologies for increasing the eligible students for placements.
- To initiate start-up programs.
- To continue to adopt new and innovative ICT-enabled practices in teaching-learning.
- More industry collaborative activities.
- Facilities for achieving the best pass percentage of students. Modernizing labs with advances in technology.
- The college has ample opportunities to introduce value added and need-based courses which generate employability. Activation of research and development and interaction with industry organizations.
- Vast opportunities for research are present as the college can provide seed money for research work.
- The college encourages the participation of the students in national level workshops.

### **Institutional Challenge**

- Attracting quality students' input in the current technical educations cenario of the state government. Motivating students toward employment in core industries.
- Delay in receipt of a scholarship grant from the government.
- Due to the growing number of engineering institutes, we need to attract academically good students. Dismal scenario of engineering field due to slow down in global and domestic market and low preference to private institutes
- Students largely focus on exam-oriented tasks and encouraging all-round learning becomes a challenge. Encourage students to work in needy industries.
- To achieve 100% admission in all branches

- To provide cent-percent employment and lack of Involvement of competent industry professionals

## **INSTITUTIONAL STRATEGIC PLAN**

Strategic goals of the institute were formulated after several discussions with Management, Principal and Faculties. After analysing the Mission and Vision of the institute's Quality Policy, Core Values, Stakeholder's expectations and SWOC analysis, internal and external environment, the strategic goals were set up in all possible growth domains.

### **Strategic Goals of the Institute:**

1. Enhancing effective teaching and learning process.
2. Ensuring good governance.
3. Ensuring student and faculty development and participation.
4. Getting Accreditations from statutory bodies.
5. Continuous Internal Quality Assurance System.
6. Increasing Industrial and Alumni Interaction.
7. Encouraging Research, Development and Consultancy work.
8. Generating funds and grants from various schemes and policies of government and non-government organisation.
9. Ensuring Social engagement and Community service.
10. Encouraging Skill Development.
11. Enhancing Physical infrastructure, laboratories and other facilities
12. Emphasize Institute-Industry interaction and partnership
13. To inculcate innovative and startup culture
14. Increasing Alumni Interaction& participation and Outreach activities

### **Strategic Planning and Deployment**

The Strategic Plan of the institute is phased at the following levels:

- 1.Improving the teaching/learning experience in the campus;
- 2.Strengthening the academic and research domains of the Institute to encourage higher education;
- 3.Extensive training and career guidance in order to improve the employability and to promote entrepreneurial initiatives.
4. Committing to all aspects of social, economic and environmental sustainability.
5. Ensuring excellence in Organizational Leadership and governance

### **Strategy 1: Improving the teaching/learning experience in the campus**

Improving the teaching/learning experience in the campus by

- ✚ Strengthening of Outcome Based Education (OBE).
- ✚ Expanding the usage of ICT tools, e- learning resources and in-house course material
- ✚ Improving the course delivery to meet learning & assessment as per Bloom's Taxonomy levels.
- ✚ Enhance and enrich educational opportunities and ensure a focus on the student Introduction of new courses in the emerging areas



- ✚ Improving the quality of Mini Projects and Theme Based Projects for participating in the prestigious competitions conducted by various higher educational Institutions
- ✚ Recruit, retain, and enable a diverse community of exceptional faculty, staff and students.

### **Strategy 2: Strengthening the academic and research domains of the Institute to encourage higher education**

Strengthening the academic and research domains of the Institute through

- ✚ Awareness programmes on funding agencies and apply for Government/ other funding recognitions
- ✚ Encourage faculty having Ph.D to submit project proposals for funding.
- ✚ Training programmes on writing proposals.
- ✚ Incentives for R & D Achievements
- ✚ Encourage the faculty members and the students for collaborative research through the established R & D Cell
- ✚ Monitoring the progress of the faculty pursuing Doctoral programme.
- ✚ Provision of Seed Money and Financial Assistance for research publications.

### **Strategy 3: Extensive training and career guidance in order to improve the employability and promote entrepreneurial initiatives in the students**

Attaining the Employability of the students by

- ✚ Strengthening the training process conducted in-house or through external agency
- ✚ Conducts various interactive talk sessions, seminars, workshops, awareness programmes and Technical Symposium
- ✚ Continuation of academic scholarships for best performers from 1st year onwards.
- ✚ Emphasis to promote entrepreneurial skills and to enhance the student participation in related activities
- ✚ Mentoring system
- ✚ Establishment of dedicated EDP cell
- ✚ Identify interested students for entrepreneurship and Identify mentors from successful entrepreneurs from Alumni/others

### **Strategy 4: Committing to all aspects of social, economic and environmental sustainability**

Developing social, economic and environmental sustainability by

- ✚ Actively participate in community based programs like Swach Bharat, Digital literacy,
- ✚ Blood donation camps, NSS activities and any other such government initiatives.
- ✚ Plantation, Rain water harvesting and green cover
- ✚ Energy harvesting & management
- ✚ Hygiene, solid waste management (zero plastic usage)
- ✚ Reuse of waste
- ✚ Efficient usage of recycled waste water

## Strategy 5: Ensuring excellence in Organizational Leadership and governance

Accomplish the excellence in Organizational Leadership and governance through

- ✚ Establishing E-Governance- MIS- Data analysis
- ✚ Setting up of IQAC with internal & external members to audit processes
- ✚ Decentralize the academic, administration and student related
- ✚ Strive for getting:
  - A Accreditation from National Assessment and Accreditation Council (NAAC),
  - NBA Accreditation
  - UGC 2(f) & 12B status
  - Autonomous Status
  - Permanent Affiliation from the JNTUA, Anantapuramu.

✓ Increase of Solar Power generation to maintain the eco-friendly environment of the campus since solar power generation has several advantages over other forms of electricity generation

These targets have been set up on the basis of extensive discussion with all stakeholders like management, students, staff members, alumni and the industry.

The entire college is also striving hard to work as a unit to achieve the stated goals with the vision for a sustainable excellence and a practical understanding of the ground realities.

## STRATEGIC PLAN IMPLEMENTATION AND MONITORING

After approval of the Strategic development plan, the next step is its implementation. During implementation, the progress of the strategic plan is measured from time to time. The Principal along with members of Governing Body, HoDs, and other team members will look after the implementation of the strategic plan and its deployment.

### Implementation at Institute Level

The implementation of various components of the strategic plan is shown in Table 1.

**Table1. Implementation of various components of the strategic plan**

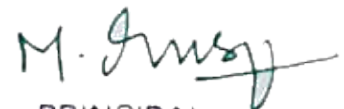
Governance & Administration	Chairman & Members of GB, Administration Office
Statutory Compliance	Principal, HODs, Committee Coordinators
Infrastructure(physical)	GB, Secretary/President of Society/Trustee Board
Infrastructure(Academics)	Principal, HODs
Teaching-Learning	Principal, Dean/Director Academics, HODs, Faculty
Research & Development	Principal, Dean/Director Research& Development, HODs
Students Development	Principal, Dean/Director Student Affairs, HODs
Departmental Activities	HODs and Faculty
Training & Placement	Director, Principal, TPO &HODs
Quality Assurance	IQAC Coordinator & team

## **Monitoring of strategic plan**

The implementation of the strategic plan is monitored regularly by IQAC team through periodic review. The Coordinator of various committees and HODs will prepare a detailed progress report and present it in the review meetings. The benchmarking of quality standards and its monitoring, and evaluation of attainment is carried out by the IQAC independently. The IQAC reports the findings to the Principal. With a thorough analysis of outcomes and based on the IQAC report, the above will recommend the corrective actions, the need for further processes, and the deployment of resources. All these reports will be forwarded for further discussions and implementation by the Board of Trustees.

## **Conclusion**

The SP&D preparation is an effort for paving a pathway towards the accomplishment of goals GITAMW's dreams to achieve. Just formulating the strategic plan doesn't ensure success, but it provides a guiding framework which is a collective effort delivered by the process of participative brain storming of stakeholders. The proper implementation of strategies through teamwork with good spirit leads to success and sustainability over a longer time through a dynamic process. It needs continuous evolution to incorporate the lessons learnt during the implementation and emphasizes the role of IQAC in ensuring the quality of implementation.



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