

# **SWAMI VIVEKANAND INSTITUTE OF ENGINEERING & TECHNOLOGY, PUNJAB**

**(Affiliated to IKGPTU, Jalandhar & Approved by AICTE, New Delhi)**

## **Strategic Plan**

---

**(2020-2030)**





## **TEN YEAR STRATEGIC PLAN**

This strategic plan provides a framework that allows the institute to develop and use its resources effectively and efficiently. The vision and mission statements of the SVIET indicate directions of work and are followed by identifying and pointing areas of focus. Key outcomes are proposed as performance metrics for each area of focus in this strategic plan. The Strategic Plan 2020 - 2030 is centered around an ambitious academic vision for a digital age and sets out a clear statement of intent that builds on the SVIET strengths. The college will continue to create more success stories in the years to come.

## **OUR VISION**

To become one of the most preferred learning places as a leading global technical institute that aims to bring a revolutionary change in education to create luminaries and innovators, and also propagate new knowledge for society and industry, and to make the youth self-reliant.

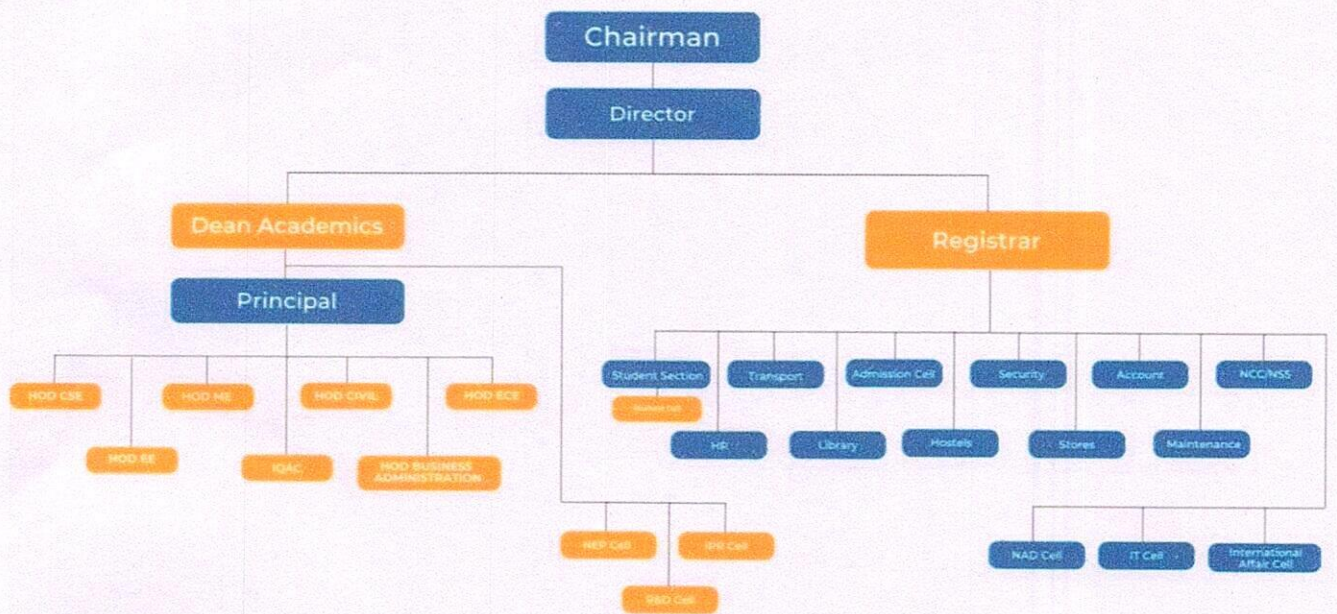
## **MISSION**

The Mission of Swami Vivekanand Institute of Engineering & Technology are:

- To provide an education that transforms students through rigorous coursework and by providing an understanding of the needs of society and industry.
- To undertake collaborative projects which offer opportunities for long-term interaction with academia and industry.
- To provide a scholarly and professional environment that enables our faculty, students, and staff to make lasting contributions to the advancement of learning.
- The institute provides students with a platform for interdisciplinary research which not only gives them a well-rounded perspective but also helps them keep in view the sociological relevance of science, education, and research.
- To find the route to success at the intersection of theory and practice, discover and implement innovative solutions to real-world problems.
- To build leaders through holistic, transformative, and innovative education.



## ORGANIZATION CHART



## CORE VALUES

The core values of the college reflect its commitment to:

- Pursuit of Excellence through Innovation, Start-Ups, Collaboration, and continuous Improvement
- Creative Teaching and Learning
- Excellence in Research
- Freedom of Thought and Expression
- Integrity and Professional Ethics
- Social Inclusion and Gender justice

## STRATEGIC PLAN

SVIET has created the strategic plan through detailed consultation & review with stakeholders from academic, industry through collaborative efforts for strategy formulation. SVIET ten years Strategic Planning aims to reach for the following milestones for which the action plans in the areas are as follows



- Academic Process
- Student Development
- Branding & Marketing
- Industry-Institute Interaction
- Research & Innovation
- Infrastructure
- Start-ups and Entrepreneurship
- Building Relationships
- Community Welfare & Engagement
- Training & Placement for effective implementation,
- Execution and Monitoring.

### **STRENGTH AND BASELINE**

The strengths and baseline of the college that enable us to strive to attain the goals and objectives of the institution include the following:

#### **A renowned and diversified Institute**

SVIET is a renowned and diversified organization of the Punjab region. SVIET is headed by visionary leaders who focus on providing quality education, and conceptualized this institution with the aim of achieving academic excellence through quality education.

#### **Human Resource**

Human resource is one of the core strengths of the college. The staff of the college includes teaching and non-teaching staff from diversified backgrounds and rich industry and academic experience.

#### **Training and Placement:**

The Training & Placement Cell of the college works actively to cater to the needs of the Industry and the end users by providing trained, employable & job ready professionals. Placement officers are well connected with the students and the industries and facilitate both by understanding their needs. Training & Placement Cell plays the role of a facilitator and councilor for placement related activities.



### **Teaching Learning Process**

Academics is our focus area and we build it as our competitive advantage. We have threefold system by which we monitor the academic activities. Head of the institute, head of the department and the department academic coordinator monitor the smooth functioning of day to day academic activities. Director & HOD monitor whether the lectures are conducted on time, status of syllabus completion, conduction of tests, assignments, internships etc. and report to the head of the institute. The Director also prepares comprehensive report about the academic progress of the classes. The HOD collects feedback from the students about the conduction of lectures. Through all these practices we also find out ways for improvement and implement the improvements from time to time.

### **Industry interaction**

We try our level best to interact with the industry experts at almost all levels. In academics the teaching staff doesn't limit to just completing the syllabus but they also inculcate corporate ethics among the students. The Training & Placement cell of the institute takes utmost care in placing the students at their deserved companies. They bring the companies to the campus for placements, arrange MOU's, Guest Lectures etc. The feedback from the industry experts is considered for the improvement of the quality in all aspects.

### **Research & Innovation**

Research is a systematic process of investigation and experimentation to gain new knowledge, discover novel facts, and enhance the understanding of a particular subject. SVIET is well placed to bring together researchers from management, science and engineering in formidable combinations to take on the core problems of the future. SVIET will continue to invest in areas of excellence and expertise and specially in the capabilities of researchers to address problems of societal importance.

**Basic Research:** Aims to enhance scientific knowledge without immediate practical applications.

**Applied Research:** Focuses on solving specific problems and developing practical.



**Infrastructure** - Building a physical & digital cohesive future.

Nationally networked learning and research experience will be enabled by state-of-the art physical and digital infrastructure. College is committed to be at the forefront of advanced technologies to provide smart, environmentally sustainable, and purposeful facilities that will enhance workplace productivity and the college experience. The campus will be digitally enabled, environmentally responsible, safe, and vibrant.

### **Branding & Marketing**

Branding is the process of creating a unique and identifiable image or identity for a product, service, or company in the minds of consumers. It involves the strategic development of a brand through the use of various elements such as a brand name, logo, tagline, color schemes, and other visual and non-visual elements. The primary purpose of branding is to differentiate a product or company from its competitors and to build a positive perception and emotional connection with consumers. A strong brand can influence consumer behavior, foster loyalty, and contribute to long-term success.

Marketing encompasses the activities and strategies undertaken to promote, sell, and distribute products or services. It involves understanding customer needs and preferences, developing products or services that meet those needs, setting prices, creating promotional campaigns, and choosing distribution channels to reach the target audience. The main goal of marketing is to create awareness, generate interest, and drive sales of a product or service. Marketing involves a range of activities, including market research, advertising, public relations, sales promotions, and digital marketing, to attract and retain customers.

### **Start-ups and Entrepreneurship**

#### **Start-up:**

A start-up is a newly established business that is in the early stages of its development, typically characterized by innovative products, services, or business models. Start-ups often aim to address a specific market need or problem and have a high growth potential. These companies are usually founded by entrepreneurs who seek to bring their ideas to market and often operate in



industries such as technology, biotechnology, or other sectors with rapid innovation.

### **Entrepreneurship:**

Entrepreneurship is the process of identifying, creating, and pursuing opportunities to develop and manage a new business. Entrepreneurs are individuals who take on the risks associated with starting and running a business, with the goal of achieving success and profitability. Entrepreneurship involves creativity, innovation, and the ability to adapt to changing market conditions. It encompasses various activities such as idea generation, business planning, securing funding, and building a team.

### **Community Welfare & Engagement**

Community welfare and engagement are critical aspects of building strong, vibrant, and supportive communities. These concepts involve various activities, initiatives, and strategies aimed at improving the well-being of individuals within a community and fostering a sense of belonging and connection among its members.

Building partnerships with local organizations, businesses, and government entities can amplify the impact of community welfare and engagement initiatives. Establishing feedback mechanisms allows community members to voice their opinions and concerns, creating a more responsive and accountable community framework.

### **KEY MILE STONES**

- To develop customized E-Learning portal for students to address rapidly changing learning scenario
- Developing Augmented Learning Programs for Online Education
- Starting innovative work at benchmarking reputed national HEI
- Faculty Competency Building in areas of New Age Technologies & Research
- Enhancing Academic Research Capabilities and Outcomes
- Strengthening collaboration with Industry in Research, Innovation, Training/ Internships and placement
- Global Initiatives & Collaborations with Foreign Institution
- Enhanced Community Engagement through Social Outreach Programs
- Emphasis on Entrepreneurship Incubators and Patent Commercialization



- Focus on Skill Development Programs to make students ready for global job market  
SVIET derive goals from its Mission, Vision, and are based on analysis of our strengths and weaknesses as well as input solicited from our key constituents.

SVIET propose to grow in future in the following areas as follows:

**Proposed 10 year Growth Plan (in %):**

	Year Wise Target		
	4	7	10
<b>Student Diversity ( International)</b>	1%	7%	10%
<b>Collaboration</b>	40%	60%	70%
<b>E-Learning</b>	50%	80%	90%
<b>Entrepreneurship</b>	5%	30%	50%
<b>Start-ups</b>	3%	20%	60%
<b>Employability</b>	70%	80%	100%
<b>Research &amp; Developments</b>	40%	70%	80%
<b>IPR and Innovation</b>	20%	40%	60%
<b>Govt . &amp; Non-Govt. Projects</b>	30%	50%	80%
<b>Branding &amp; Marketing</b>	30%	50%	70%

**Expansion Plan of Programs**

Period	2020-2025	2025-2030
Programs	<ul style="list-style-type: none"> <li>• Entrepreneurship &amp; Start-ups</li> <li>• Innovation &amp; Incubation</li> <li>• IPR &amp; Copy Right</li> <li>• NAAC Accreditation</li> <li>• NIRF Ranking</li> <li>• Research &amp; Deployment</li> <li>• Papers Publications</li> </ul>	<ul style="list-style-type: none"> <li>• Implementation AI based Courses</li> <li>• SIRO Recognition</li> </ul>



	<ul style="list-style-type: none"> <li>• Books/Book chapters Publication</li> <li>• Students Skill Enhancement</li> </ul>	
--	---	--

### **Entrepreneurship & Sustainable Growth**

SVIET focuses on development of entrepreneurial skills amongst its students and strives to establish Innovation and Entrepreneurship Development Campus and Incubators to nurture entrepreneurs.

1. Expanding career opportunities for skill development, training and job placement to benefit students.
2. Strengthen institutional governance and leadership.
3. Timely decision-making and optimal utilization of institutional resources for a large and fast growing institution.
4. Strengthening role of our students as stakeholders, robust and responsive support system for student mentoring & grievance redress.
5. Strengthening alumni relations, Alumni interactions, Alumni referral schemes, Incubation & Entrepreneurship.

### **Research, Patents & Books Publication**

SVIET strives for enhancing the research component. We target to touch 1000+ research publication in peer reviewed refereed journals by 2025.

<b>Period</b>	<b>2020-24</b>	<b>2024-27</b>	<b>2027-30</b>
<b>Research Publications</b>	1000+	1500+	2000+
<b>Patents</b>	20	30	50
<b>Research Journals</b>	1	2	5
<b>Books</b>	50	60	70
<b>Functional MoUs</b>	40	50	60



1. To increase citation index and h-index of the faculty of SVIET
2. Student driven, alumni and industry mentored, faculty guided initiative to establish an ecosystem for students, alumni, faculty and staff to nurture Projects (patents, products, publications), Research, Innovation (Ideation, incubation), Design and Entrepreneurship competence
3. Promote inter-disciplinary projects among the students of all departments and also converting projects in to final Product.
4. Focused guidance and networking of students to disseminate knowledge and support to participate in National and International level competitions
5. Strengthen research capacities and promote student participation in research activities, incubations, start-ups.
6. Establish novel initiatives and develop on-going projects to attract and retain high performing research faculty.

### **Community Engagement & Welfare**

<b>Period</b>	<b>2020-24</b>	<b>2024-27</b>	<b>2027-30</b>
<b>Social Outreach Programs</b>	50	60	80

1. Engaging local community for social development & entrepreneurship.
2. Centre for social and community Services.
3. Enhance institutional support, encouragement and participation for student-led socially relevant activities.
4. Skill development Programs for local community.
5. Strengthening our contribution to national and global policymaking.



6. Establishing collaborations with central and state government ministry and agencies, and other leading institutions within the country.

### **Monitoring of Strategic Plan**

The implementation of strategic plan will be monitored time to time by the Principal, the Academic Council and other committees through periodic review. The section heads will prepare the detailed progress report and present it in the review meetings. The benchmarking of quality standards and its monitoring, evaluation of attainment will be carried out by the IQAC independently. The IQAC will report the findings to the Academic Council and Governing Body. With thorough analysis of outcomes and based on IQAC report, the above will recommend the corrective actions, need of further processes and deployment of resources..

