

# **STRATEGIC PLAN**

**(2018-23)**



**MAHARAJ VIJAYARAM GAJAPATHI RAJ**

**COLLEGE OF ENGINEERING (A)**

**VIJAYARAM NAGAR CAMPUS, CHINTALAVALASA  
VIZIANAGARAM - 535005**

## **STRATEGIC PLAN – 2018-2023**

### **Preamble:**

MVGR College of Engineering has been striving for academic and research excellence since 1997. Till date, the institution has established for itself a strong reputation in the state of Andhra Pradesh. The institution is identified by the state government as Skill Development Centre. JNTU Kakinada has recognized 5 of the engineering departments as Research Centres. The institution has MOUs with 26 industries for active collaboration in the area of research and development, staff training and student training. The institution has been actively supported by central government funding agencies such as DST, AICTE, UGC, ICSSR etc. to the tune of Rs. 3.15 crores received through 27 funded projects in different disciplines. The institution is also actively working with researchers from the USA in developing indigenous technology for potential commercialization through collaborative research work. In addition, the institution has been identified as third-party quality audit and quality control of all Vizianagaram Municipality works apart from a total of 251 other consultancy projects being carried out. With a total built-up area of 7,00,000 square feet within the 60 acre campus, the institution has good infrastructural facility and scope for expansion.

Despite such achievements, there are several crucial areas of development that need to be addressed in order to make the institution grow to the level of national eminence. Several critical areas need to be augmented to the existing capabilities. The institution has been making efforts in moving towards a fully residential campus by establishing a 340 student capacity girls' hostel which is fully functional. The institution has recently constructed a 750 student capacity boys' hostel. The following strategic plan for next Five Years (2018-23) is envisaged for moving to the next level. The detailed requirement analysis is provided in Annexure-I and Annexure-II respectively.

### **ANNEXURE – I**

1. Establishment of Advanced Technology Training Centre:

Although the institution is a recognised skill development centre, most of the training facilities established address technical competence building at equipment operation level. While this gives engineering students rudimentary understanding of industrial equipment operation, advanced technology training is required at the engineering level to enhance their competence to meet the design, project management and field research capabilities. The establishment of an advanced technology training centre is very much essential in this regard. The institution has already been working with KUKA, Siemens and Oracle for advanced training in Robotics, Product Lifecycle Management and Digital Manufacturing as well as Project Management. The respective industries are ready to collaborate with MVGR in establishing advanced training centres.

2. Establishment of Technology Business Incubation Park:

Recently, the institution had submitted an application for establishment of an incubation centre in response to a call for proposals by NITI Aayog, National Institution for Transforming India. This central government funding agency extends support to the tune of Rs. 10 crore for establishment of an Atal Incubation Centre meant to provide a platform for business incubation. Several thousand square feet of built-up space needs to be provided to create world class incubation facilities with suitable physical infrastructure in terms of capital equipment and operating facilities. This centre will also need to support availability of sectoral experts for mentoring the start-ups, business planning support, trainings and other relevant components required for encouraging and establishing innovative start-ups. With the government's policy of Make in India, establishing such a technology business incubation park is the need of the hour.

3.

Establishment of Industry Outreach and Training Centre:

With a wide range of industries operating in the region and with the projected establishment of the international airport at Vizianagaram, there will be a large-scale shift in industrial activity in the region given that the airport is expected to also be a maintenance-repair-

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overall facility. This opens up a very big avenue for extending training to industry personnel as well as taking up large-scale consultancy works in collaboration with the respective industries. MVGR is rightly poised to move in this direction given that similar activities on a small scale are already being carried out with Dr. Reddy's Labs, Vizianagaram Municipality etc. A dedicated training and industry outreach centre will greatly foster better collaboration with industry.

4. R & D Centres:

To promote intra-disciplinary research, it is planned to establish Research Centres with required infrastructure, advanced research equipment in each department. These Research Centres are expected to enthuse the students and faculty to take up research work in right earnest, resulting in quality publications. Also, it is proposed to establish a Central R & D Centre to promote inter-disciplinary research, which can result in innovation and product development, which is the very much needed at present.

5. Social relevance to local community and industry :

To make the students realize importance of social relevance of engineering, in the proposed new curriculum, socially relevant project is made a credit course. The students have to identify problems of local community and industry, come up with possible solutions, which can be of help to the local community and industry.

6. Centre of Excellences :

The Institution is planning to establish Centre of Excellence in each department in the area of their core strength, who can guide others and make significant contributions , finally becoming leaders in that core area. This kind of expertise in one core area will immensely benefit the students with the high quality of projects and exposure in that area of expertise .

7. Foreign collaborations :

The Institution has recently made an MOU with Central Florida University to start a PG program in Industrial Engineering. In this,

admitted students can study the one year program in our institute under the mentorship of Industrial Engineering Department of Central Florida University and remaining one year at Central Florida University, USA. This program, in addition to providing the obvious economic advantage to the students, faculty of our institute will get good exposure to global pedagogy practices and latest technological advances. The Institution is planning to introduce these kind of twinning programs in all the departments, by entering into collaborations with different foreign Universities all over the world for getting the benefit of this kind of Global exposure.



**ANNEXURE – II**  
**(Infrastructure Requirement)**

1. Girls Hostel Block –II

The present Girls Hostel is built in an area of around 76,000 sft. accommodating 340 girls. Another block with similar accommodation is required within three years as present hostel is almost full.

2. Indoor Sports Complex:

For an Institution of this size, an Indoor sports complex is very much required for Indoor games and activities such as shuttle, Table Tennis, Gym with proposed area of 20,000 sft.

3. Establishment of Staff Quarters:

This would form the foundational step for moving towards becoming an institution of national eminence. With 265 faculty on its rolls and 125 non-teaching staff are on rolls, who currently commute from Visakhapatnam and Vizianagaram town, the presence of at least 25% of the faculty and staff on campus would significantly enhance research activities, student advanced technology training and business incubation activities that can only be taken up beyond working hours. With the future plan of making the institute deemed to be, Staff quarters are essential for successful running of above activities. For this, Quarters for Principal and 12 quarters for other Admn. Staff like Vice-principals, Deans, HoDs is proposed with built area of 30,000 sft is proposed.

4. Guest House:

The Institution is regularly conducting Workshops, Seminars, Guest Lectures for Students as well as faculty. Also, many Companies are coming for Campus placements. HR Executives coming for placements often stay overnight to complete their recruitment process. A Guest house with 8 rooms is required with proposed area of 7,000 sft. to host the guests and visiting faculty, to reduce the logistic problems associated, as these guests are accommodated at

Visakhapatnam/ Vizianagaram at present.

5. Auditorium:

An Auditorium to accommodate 1000 people with proposed area of 20000 sft is required to conduct major functions like Graduation ceremony, Department Days, Inaugural functions of major events, Guest lectures of eminent people etc. Also, this is required to facilitate addressing of HR heads of major companies, when they wish to address all the eligible candidates at once.

6. Academic Block on MBA Second Floor :

For augmenting existing academic blocks, a 15,000 sft academic facility is planned on the second floor of MBA block for introducing new courses.

