6.1.2

Effective leadership is reflected in various institutional practices such and participative management:

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Preamble

Over the past one and half decade, Aditya Institute of Technology And Management (AITAM) has been engaged in providing Quality education for the future generations of Engineers and Managers. Started in 2001 with Three B Tech programmes (ECE,CSE& IT) with 180 students, today it has emerged as a leading institution in the State with an intake of 990 students in six undergraduate programmes, five M Tech programmes and one MBA programme. With an unparalleled infrastructure and state-of-art facilities, outstanding academic results and achievements in arts and sports we are positioned as a College of choice for the students to weave their Engineering and Management dreams and became Autonomous institution (UGC) since 2013.All our B.Tech programmes are accredited by NBA (four accredited, two applied) and the institution is accredited by NAAC, Recognised by UGC under 2(f) 12(B), Permanently affiliated to JNTUK, Kakinada and now one among the Best Engineering Colleges in Andhra Pradesh. It is one among the few Technical Institutions in India participated in Technical Education Quality Improvement Programme (TEQIP) Phase –II (A World Bank assisted project with Ministry of Human Resource Development, Government of India) and QEEE (Quality Enhancement in Engineering Education) programme by IIT Madras. Recently JNTU Kakinada sanctioned four Research Centers (for Pursuing both fulltime and part time Ph.D) to Dept of ECE, CSE, Mech & EEE. Our Academic excellence has been the cornerstone of our reputation, our students and graduates are recognized and valued for their integrity, commitment, ethical behavior and leadership.

Its In-House Training and Placement department (TPC) trains the students in a distinguished methodology for both on and off campus placement activities. Career Guidance Cell (CGC) Supplements information that helps and Guide the students for their future careers. Entrepreneurship Development Cell (EDC) organizes activities to turn the students into successful Entrepreneurs. Ministry of Small Medium Enterprises, Govt. of India sanctioned Business Incubation Centre to AITAM to encourage budding Entrepreneurs in the region.
Industry Institute Interaction Cell (IIIC) injects the practical exposure and congenial relationship with industry for which signed 18 MOUs with the best institutions including IITH, IIITH and Companies including Infosys, TCS, L&T, Hindustan Ship Yard, Ram tech, Trimax etc.

AITAM has progressed so fast because of the visionary patronage, committed leadership, hard work and community and Industry partnerships. These achievements are a testament to the fortitude of every faculty and staff member who enabled change at a pace never experienced before. The campus setting, learning environment and the vibrant community all contribute to an exceptional academic environment that gives AITAM much to celebrate and build upon.

Since its inception it has been encouraging the students & Faculty in their academic pursuits by imparting high quality technical education and striving hard to transform this institute into one of the best technological institutions in the country.

Strategic Plan

To facilitate continued excellence and leadership in our mission, this Strategic Plan has been developed as a guide envisioning our future priorities. Aligned with the Institute's Mission, this Strategic Plan defines the objectives and strategies that will build towards the goals outlined.

AITAM Strategic Planning Committee (ASPC) was constituted in 2018with key Institute leaders and faculty representatives. The ASPC prepared a draft strategy document with a vision, mission, goals and action items. The planning process started with a brainstorming session by a team of faculty members, focus group meetings with students, discussions in department faculty meetings and alumni inputs. The participants were grouped and completed an extensive SWOT analysis on the state-of-art of AITAM. The team developed ideas on the major goals, objectives and strategies. Suggestions and feedbacks were invited from all stakeholders: Parents, Faculty, Staff, Students, Alumni and Industry. The recommendations from all its stakeholders were consolidated as six major goals. Eight groups of subcommittees reviewed the objectives and strategies and completed the draft plan. Finally, the draft plan was presented to the AITAM BoG members, Director, Principal, all HoDs, Professors and Faculty for feedback for fine tuning. After incorporating the suggestions and feedback, the Strategic Plan 2018-23 has been finalized.

Our Vision, Mission and Values

Vision

To evolve into a premier engineering institute in the country by continuously enhancing the range of our competencies, expanding the gamut of our activities and extending the frontiers of our operations.

Mission

Synergizing knowledge, technology and human resource, we impart the best quality education in Technology and Management. In the process, we make education more objective so that the efficiency for employability increases on a continued basis.

Core Value

AITAM focused on Eight core values detailed below.

(i)   **Contributing to National Development**

Contributing to National development has always been an implicit goal of AITAM. Serving the cause of social justice, ensuring equity ,increasing access to higher education , human resource development and capacity building of individuals, to cater to the needs of the economy, society and the country as a whole, thereby, AITAM contributing to the development of the Nation.

(ii)   **Fostering Global Competencies among Students**

With liberalization and globalization of economic activities, the need to develop skilled human resources of a high caliber is imperative. Therefore, AITAM is preparing the students to achieve core competencies, to face the global challenges successfully innovative, creative and entrepreneurial in their approach. Towards achieving this, AITAM established collaborations with industries, network with the neighborhood agencies/bodies and foster a closer relationship between the "world of competent-learning" and the world of skilled work".

(iii)   Inculcating a Value System among Students

Although skill development is crucial to the success of students in the job market, skills are of less value in the absence of appropriate value systems. In India, with cultural pluralities and diversities, it is essential that students imbibe the appropriate values commensurate with social, cultural, economic and environmental realities, at the local and national level. AITAM shouldering the responsibility of inculcating desirable value systems among students.

(iv)   Promoting the Use of Technology & Innovation

Technological advancement and innovations in educational transactions have to be undertaken by all, to make a visible impact on academic development as well as administration. To keep pace with the developments in other spheres of human endeavor, AITAM has enriched the learning experiences of their students by providing them with state-of-the-art educational technologies including Information and Communication Technologies (ICT). AITAM established Technology Incubation Hub, Business Incubation Center and Entrepreneurship Development Cell to encourage students & Faculty for Innovation.

(v)   Quest for Excellence

The Institute is committed to excellence in all spheres of its activities, and through internal and external reviews, and will work towards continuous improvement. The Institute will demonstrate excellence by our people, programmes and outcomes, as well as by the quality of decisions and actions recognised through awards and honors. This 'Quest for Excellence' started with the assessment or even earlier, by the establishment of the Internal Quality
Assurance Cell (IQAC) in the campus.

(vi)   Integrity

Integrity involves honesty and fairness, consistency in instruction, ethics of scholarship, freedom of inquiry, and open and truthful engagement with the community through effective communication, policies and practices. Research and Teaching shall be carried out in an environment of academic freedom and honesty. The Institute will adhere to the standards of ethics in all its activities.

(vii)   Transparency

The Institute will function according to defined procedures and rules, which will be informed to all stakeholders. The Institute will put all important information related to its functioning in college Website, www.adityatekkali.edu.in

(viii) Empathy

An awareness of the conditions of the weaker sections of our society and contributions towards solution of their problems will form an integral part of the research and education programmes of the Institute.

The vision articulates our future direction. The mission specifies our purpose of existence. The values assert our beliefs that guide our actions and behavior. Taken together, they provide a road map to our destination.

Strategic Goals

In order to achieve its Mission, retaining the culture and aspirations, The AITAM has established the following GOALS:

GOAL1: Be among the Best Technical institutions in the country in Technology and Management.

GOAL2: Developing Excellence in Research and Consultancy.

GOAL3: Developing Excellence in Innovation, and Entrepreneurship activities

GOAL4: Recruit, Reward and Retain a community of dedicated faculty and staff.

GOAL5: To focus on overall development of the students through high quality academic programs, training, Placement co – curricular and extra-curricular activities and community outreach programs.

GOAL6: To establish and maintain facilities and infrastructure; governance and administration that support the achievement of the college's Vision, Mission and Values.

GOAL 1:

Be among the Best Technical institutions in the country in Technology and Management.

AITAM planned to develop the next generation of Engineers, Innovators and Entrepreneurs who will attain technical competence with leadership skills. The College will continue to strive in creating lifelong learners through the active engagement and support of its stakeholders and alumni.

Objective 1.1: Improvement in Teaching, Training and Learning Facilities

Strategies:

a) Modernise and Strengthen the Laboratories as per R18 Regulations
b) Continuous updating of books, Learning Resources and Course specific software.
c) Keep the Library and Digital Library Facility open to maximum time possible
d) Encourage innovative teaching, learning and assessment methods
e) Enhance faculty and student interaction with reputed institutions/companies through training programmes, workshops and collaborative projects
f) Increase internships and student exchange programmes at reputed institutions and companies.
g) More focus on finishing school programmes to improve placement rate

Objective 1.2: Institutional Brand building

Strategies:

a) To be a Student centric institute, where academics is followed with utmost passion and sincerity.
b) Improve overall student and Faculty satisfaction for word of mouth
c) Evolve mechanisms to attract high quality students from local, national and international
d) Ensure quality assurance through annual quality assessment
e) Attain higher levels of achievements in co-curricular and extra – curricular activities
f) Inspire social commitment of Faculty, staff and students through outreach activities
g) Enhance the role of stakeholders in decision making
h) Establish structured feedback system from stakeholders for curriculum enrichment activities
i) Monitor the effective implementation of the strategic plan

Objective 1.3: Promote Alumni networking with students

Strategies:

a) Create a world-wide AITAM Alumni network
b) Attract alumni support in placements and internships for students
c) Enhance the involvement of Alumni as Resource persons for technical workshops and invited talks, ASPIRE (National level techno Symposium)
d) Strengthen Alumni involvement as Innovator or Entrepreneur in the campus start-up ecosystem–Technology Incubation Hub, Business Incubation Center and Entrepreneurship Development Cell.

GOAL 2:

Developing Excellence in Research and Consultancy.

Our endeavors fostering innovation, Research, Consultancy, Internship programs and Entrepreneurship in the coming years will prepare students to be global citizens.

Objective 2.1: Strengthen research activities

Strategies:

a) Increase the number of external and internal research projects.
   More focus on Sponsored Research projects.
b) Increase research publications in reputed peer reviewed refereed Journals.
c) Encourage faculty and students to organize/ attend workshops, conferences, invited talks, seminars etc.
d) Encourage faculty and students for commercialization and patenting of Research products
e) Continuously monitor and apply for financial aids given by central, state governments and various international organisations
f) Become approved Research centre for all eight Departments of the college by JNTUK, Kakinada and other Universities also.
g) Develop two to four nationally recognized areas of marked distinction within the college by identifying unique research opportunities that matches our faculty's expertise, building upon the research strengths of the college and develop road maps.
h) Establish Interdisciplinary Research Centre in the campus.

Objective 2.2: Strengthen Industry Institute Interaction Cell for consultancy and internships

Strategies:

a) Nurture a culture of research and innovation excellence focusing on challenges of society in the region.
b) Strengthen consultancy cell and pursue consultancy activities for at least Civil, Mech and Electrical Departments.
c) Sign MoUs with reputed industries and organization for productive partnership to undertake joint research projects, training and internships.

GOAL 3:

Developing Excellence in Innovation, and Entrepreneurship activities

Objective 3.1: Strengthen Entrepreneurial ecosystem in the campus Strategies:

a) Facilitate and develop a culture of research entrepreneurship that rewards faculty & students for the development of Intellectual Property Rights.
b) Encourage students and Faculty (Department wise) to participate in Technology Incubation Hub that promote entrepreneurship.
c) Develop Business Incubation Center and meet-up spaces focusing on MSMEs.
d) Conduct training programmes / workshops / events /competitions focused on Innovation and Entrepreneurship.

GOAL 4

Recruit, Reward and Retain the community of dedicated faculty and staff

AITAM will recruit, reward and retain a team of dedicated and committed faculty and staff, and provide a productive work environment to achieve a bright career ahead.

Objective 4.1: Ensure quality in intake of faculty and staff

Strategies:

a) Recruit faculty and staff through a rigorous screening process evaluating their capability and interest
b) Establish norms for career advancement in tune with AICTE & UGC guidelines
c) Conduct Compulsory induction programme for newly joined faculty

Objective 4.2: Encourage and enable faculty excellence

Strategies:

a) To be a campus where 50 percent of faculty members holds a Ph.D. degree within 5 years
b) Review and accommodate innovative teaching methodologies
c) Build a team of outstanding faculty and ensure that every faculty member has a career path to academic excellence and success
d) Encourage the faculty and students to participate in seminars, conferences, workshops and faculty development programmes at reputed National and International organizations.
e) Re-engage the senior faculty in more active research role by providing incentives such as differential workload, flexible timings and a faculty evaluation system that better rewards research and consultancy excellence.
f) Ensure continuous value addition to skill sets for all employees
g) Ensure Training on Basic Pedagogy and Advanced Pedagogy each of one week duration including both theory and hands on learning.
h) Ensure exclusive training on Student Counseling by Psychologists.

Objective 4.3: Facilitate welfare measures for a rewarding career

Strategies:

a) Implement performance based incentives, rewards and recognition
b) Conduct skill development programmes in advanced technology areas for faculty and technical staff
c) Encourage faculty and staff towards entrepreneurship
d) Implement attractive pay and other benefits for personal/professional development

e) Organize at least one family based Activity such as Picnic, Yoga & Meditation, Food & Nutrition once in a year.

GOAL 5 :

Focus on holistic development of the students through high quality academic programs, training, Placement co – curricular and extra-curricular activities and community outreach programs.

Objective 5.1: Ensure quality teaching and learning

Strategies:

a) Introduce and implement the use of ICT for teaching and learning
b) Empower students' personal and professional development through academic and professional advising, peer-to-peer mentoring etc.
c) Regular audit on effectiveness of both UG & PG curriculum
d) Strengthen the quality and impact of the M Tech & MBA programs.

Objective 5.2: To prepare students for successful placements and/or higher studies

Strategies:

a) Enhance career guidance and placement activities to attract core companies
b) Offer skill based and industry relevant training programmes
c) Train students to get admissions in top ranking institutions in India & abroad.
d) Take measures including academic support to weak students to improve the student pass percentage by appropriately addressing the related issues
e) Special focus on communication skills with special care on disadvantaged groups.

Objective 5.3: Develop a culture to serve the society

Strategies:

a) Motivate student projects relevant to society and to provide solutions the regional problems.
b) Encourage students for community service through NSS activities.
c) Encourage Support for NGOs engaged in social service activities

Objective 5.4 Provide an environment for the holistic development of students

Strategies:

a) Enhance extra-curricular, co-curricular activities and Hobby club activities
b) Enhance department association and professional society activities and ensure mass participation of students
c) Develop counseling centre to address students' psychological and emotional issues

d) Empower the student Activity Centre to discuss common problems of students and ensure its solution.

e) Effective grievance redressal mechanism to address grievances.

GOAL 6

Maintain facilities and infrastructure; governance and administration that support the achievement of the college's Vision, Mission and Values

Objective 6.1: Achieve excellence in governance and administration through Transparency, accountability, quality and trust

Strategies:

a) Establish well defined rules, policies and simple procedures.

b) Decentralisation of powers and all-inclusive well defined organisational charts

c) Provide financial powers to departments and manage its utilisation with accountability and transparency

d) Celebrate and reward excellence in innovation, leadership and initiative.

e) Streamline the process of budgeting and financial auditing.

Objective 6.2 : Develop world class infrastructural facilities for undergraduate and post graduate education, and research

Strategies:

a) Develop a master plan that addresses the need for the present and the future.

b) A full-fledged maintenance cell to undertake the maintenance of infrastructure and other facilities.

c) Continuous up-gradation of lab/workshop requirements at par with reputed National / International institutions

d) Improve library facilities- print and digital resources, both at central and department libraries. Improve medical facilities in the campus, including ambulance

e) Enhance facilities for sports, arts and recreation, with time extension beyond regular working hours

STEPS for Effective Implementation and Monitoring:

1. Identify leaders from AITAM Strategic Planning Committee for the six strategic goals who will develop appropriate Targets and assessment plans.

2. Communicate this College Strategic Plan to all Stakeholders ingeneral and Head of Departments (HoDs) in particular.

3. Encourage Head of Departments to align their Departmental plan with the College Strategic Plan.

4. Encourage a college culture that will give true feedback and suggestions from Stakeholders.

5. Schedule Bi-Annual reviews Chaired by the Director assisted by Principal & Dean (Admin & Planning) who is also Coordinator of this Strategic Plan to assess progress on Strategic Goals, Objectives supported by appropriate Targets and to revise this Strategic Plan where necessary after discussion with BoG members.

6. Encourage a College Culture that will enthusiastically promote continuous planning and support new ways of doing by empowering all Departments.

AITAM STRATEGIC PLANNING COMMITTEE:

1)	Prof. V.V. Nageswara Rao	Director
2)	Dr. K.B. Madhu Sahu	Director (R&D)
3)	Dr. A.S. Srinivasa Rao	Principal
4)	Dr. D. Vishnu Murty	Dean (A&P)
5)	Dr. Ch. Ramesh	Assoc. Dean (IQAC)
6)	Dr. M. Jayamanmadha Rao	Assoc. Dean (SA)
7)	Dr. D. Vijaykumar	HOD (EEE)
8)	Dr. C.J. Rao	HOD (Mech)
9)	Dr. G.S.N. Murthy	HOD (CSE)
10)	Dr. D. Yugandhar	HOD (ECE)
11)	Dr. B.V. Ramana	HOD (IT)
12)	Dr. V. Chittibabu	HOD (CIVIL)
13)	Dr. K. Venugopal	HOD (MBA)
14)	Dr. G. Vasanthi	HOD (BS&H)
15)	Dr. D. Azad	Controller of Examinations
16)	Dr. D.T.V. Dharmajee Rao	In-Charge (Finishing school)
17)	Dr. G. Sateeshkumar	In-Charge (IIC)
18)	Dr. M.N.V.S.S Kumar	TPO
19)	Dr. B. Rajesh	In-charge (IIPC)
20)	Dr. M.V. SubbaRao	Librarian
21)	Dr. B. Siva Kumar	Coordinator (EDC)
22)	Sri V.V.V.S.S.P.Srikanth	In-charge (T&P Cell)

ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT (AITAM)
(An Autonomous Institution)

ORGANISATION CHART

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┌──────────┐          ┌─────────────────┐          ┌──────────┐
│ Academic │ ◄──────► │ GOVERNING BODY  │ ◄──────► │ Advisory │
└──────────┘          └─────────────────┘          └──────────┘
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                              ▼
                        ┌──────────┐
                        │ DIRECTOR │
                        └──────────┘
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| Placement Officer | Estate Manager | | Chief Accounts Officer | Security Officer |

PRINCIPAL

| Dean (Admin & Planning) | Controller of Examination | BOS | HODs | Associate Dean (IQAC) | Associate Dean (SA) |

| Coordinator Modular Programs | Training Coordinator | Coordinator IIC | Coordinator CGC | Coordinator EDC | Coordinator SAC | Coordinator SDC |

| System admin | Administrative Officer | Librarian | E-Clinic | Physical Directors |

| Hostel | NSS Officer | Transport | Disciplinary & Anti Ragging | Grievance Redressal |

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