

MEENAKSHI SUNDARARAJAN

ENGINEERING COLLEGE

363 ARCOT ROAD KODAMABAKKAM
Chennai -600024

STRATEGIC PLAN
Academic Year

2021-2022
To
2025-2026



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PREFACE

Strategic planning is a continuous process with a specific focus on accomplishing institutional goals in the competitive world. Strategic planning is prepared based on the feedback collected from stakeholders. Analyzing the feedback, different thrust areas, current obstacles, future opportunities and challenges are identified. The action plan for the same is prepared to the period of five years for improvement. This envisages the direction towards which the organization moves to achieve its goals and objectives.

To commence with, it addresses the vision, mission along with core values and institutional goals. These are defined, formulated and guided by the internal and external stakeholders (Management, Field Experts, HODs, Faculty, Staff, industry, students, Alumni and Parents). After analyzing the internal and external environment, the institutional goals are implemented in all possible growth domains through continuous thought process and discussion with Management, Experts and faculty members. The strategies with action plans are prepared to achieve institutional goals.

While formulating the strategic plan, the involvement of stakeholders in offering opinion and suggestions are vital for the success of the organization. Effort is being taken to achieve the desired outcomes by the process of regular monitoring and implementation. This is the emerging force for MSEC to achieve the academic excellence.



Profile of the Institution

Name of the Founder : Prof.K.R.Sundararajan
Year of Establishment : Indian Institute of Engineering Technology (1947)
Meenakshi Sundararajan Engineering College (2001)

Programs Offered : UG PROGRAMMES

1. B.E. Civil Engineering (2002)
2. B.E. Computer Science and Engineering (2001)
3. B.E. Electrical and Electronics Engineering (2001)
4. B.E. Electronics and Communication Engineering (2001)
5. B.E. Mechanical Engineering (2011)
6. B.Tech. Information Technology (2001)
7. B.Tech Artificial Intelligence and Data Science (2021)

PG PROGRAMMES :

- 1.M.E Construction Engineering & Management (2012)
- 2.M.E Computer Science and Engineering
- 3.M.E Embedded System Technologies
- 4.M.E Energy Engineering

Present Status of the Institution:

6 Programs –NBA Accredited
(CIVIL,CSE,ECE ,MECH, IT, EEE)

Facilities

- : (i)Four storey building (with a foundation to hold six stories) in a total area of 9467sq.m
- (ii) Separate Civil Engineering block with a total area of 3448 sq.m
- (iii)Separate Mechanical Engineering block with an area of 3448 sq.m (including basement)
- (iv) IIET Four storey With An Area Of 2813 Sq.M.
- (v) Play Ground
- (vi) Seminar Halls -4
- (vii)Auditorium -1 No
- (viii) Conference Hall with Live streaming -2 Nos

Location

: 363 ARCOT ROAD
KODAMBAKKAM
Chennai 600024



COLLEGE MOTTO

Virtues, Discipline, Commitment are the three core values that we believe, must be instilled in the heart of every student and must shine forth in his/her character. Without this firm foundation in life, nothing good can flourish. Education that is built on this bedrock of sterling values is bound to blossom and yield bountiful results. It is on these basic sterling values, that the edifice of the Engineering Education we offer is systematically built and firmly cemented. The superstructure that is the student thus presents himself / herself not as just a product built through a routine process but as a capable, trustworthy, disciplined, committed and virtuous engineer who is fit to be tomorrow's nation-builder.

GOALS

The goals are :

- (i) Achieve Academic Excellence
- (ii) 100 % Placement
- (iii) Globally recognized competent students
- (iv) State of the Art of Infrastructure
- (v) Produce Eminent and Competent students

Vision

To impart state-of- the art technical education, including sterling values and shining character, producing engineers who contribute to nation building thereby achieving our ultimate objective of sustained development of an unparalleled society, nation and world at large.

Mission

Meenakshi Sundararajan Engineering College, Chennai constantly strives to be a Centre of Excellence with the singular aim of producing students of outstanding academic excellence and sterling character to benefit the society, our Nation and the world at large

To achieve this, the college ensures

- Continuous up gradation of its teaching faculty to ensure a high standard of quality education and to meet the ever-changing needs of the society
- Constant interaction with its stakeholders
- Linkage with other educational institutions and industries at the National and international level for mutual benefit
- Provision of research facilities and infrastructure in line with global trends
- Adequate opportunities and exposure to the students through suitable programs, to mould their character and develop their personality with an emphasis on professional ethics and moral values.

**THRUST AREAS**

- 1.STAFF DEVELOPMENT**
- 2.STUDENT SERVICES**
- 3.INDUSTRY- INSTITUTE INTERACTION**
- 4.ENVIRONMENT DEVELOPMENT**
- 5.INFRASTRUCTURE FACILITIES**
- 6.INTERNAL QUALITY ASSURANCE SYSTEM(IQAS)**
- 7.RESEARCH AND DEVELOPMENT**
- 8.COMMUNITY SERVICES**
- 9.TRAINING AND PLACEMENT CELL**
- 10.MANAGEMENT INFORMATION SYSTEM(MIS)**

Thrust Area	Activities
1. STAFF DEVELOPMENT	
Activities	(a) Sponsor Staff for curriculum content & Technology updation (b) Max no of courses allowed :2 Staff /Dept/Year on rotation (c) Attend Certification Courses (d) Sponsor Staff for attending Seminars/ ,Workshops/conferences (e) Organizing Faculty Development Programmes (f) To permit faculty for higher qualification (g) To motivate faculty for research, consultancy and innovations (h) Provide NAAC training to all the Faculty (i) Strengthen OBE based Teaching and Learning (j) Organize workshop /Training on Specific Areas (k) Motivate Faculty to establish Networking with Reputed Institutions (l) Develop Faculty and staff holistically for enhancing the efficiency for various academic Responsibilities (m) Strengthen Competencies of the Faculty (n) Implement Staff Welfare Schemes (o) Motivate to publish papers in the standard journals
Expenditure	<ul style="list-style-type: none"> Institute/Self
2. STUDENT SERVICES	
	(a).Conduct Orientation/Induction Programme (b).Organize Professional Society Activities (c).Organize Extra Curricular/Co Curricular Activities (d).Conduct and Organize Sports and Events (e).To motivate the students to attend the competitions (f).Introduce new lab experiments in the emerging areas to improve the quality (g).Organize workshop on the specific areas for the final year students (h).Identify and handhold the academically slow learners



	<ul style="list-style-type: none"> (i).Train students in various soft skills and life skills (j)Facilitate to carry out the mini projects (k)Assist students to pursue higher studies (l)Facilitate effective conduct of events by student
3. INDUSTRY INSTITUTE INTERACTION	
	<ul style="list-style-type: none"> (a).Enhance MoUs with industries (b).Support for internships ,Industrial visits,trainings and guest lectures (c) Identification of industry needs and advice on extra courses apart from curriculum (d).Providing opportunities for industry based /sponsored projects (e).Strengthen training & placement (f)Increase interaction with Industries (g)Establish and maintain tie-ups and collaborations with industries and professional bodies. (h)Arrange for exchange of Faculty between Industries and Institution (i)Arrange to deliver Guest Lectures
4.ENVIRONMENT DEVELOPMENT	
	<ul style="list-style-type: none"> (a).Enhance the Usage of Solar energy (b).Rain Water Harvesting (c).Plantations in the Campus (d).Hygiene,Zero Plastic ,Clean and Green Campus (e) Conduct awareness Programs on Environment (f)Create Awareness about Environmental preservation
5. INFRASTRUCTURE FACILITIES	
	<ul style="list-style-type: none"> (a).Implementation of Purchase and Financial policies (b).Department wise Budget planning and allocation (c).Forecasting income & expenditure (d).Periodic Audit (e).Updation of lab facilities (f)Strengthen Library Resources to keep pace with recent development and recent technology
6.INTERNAL QUALITY ASSURANCE SYSTEM	
	<ul style="list-style-type: none"> (a)To prepare the self Assessment Report and apply for NBA (b)Obtain NBA status for UG Programs (c)Monitor and Evaluate the academic Standards (d)Adherence to Quality Assurance Procedure (e)Periodic check & guidance for quality improvement (f)Establishment of audit team and process (g)Audit for remedial measures (h)Promoting best practices
7.RESEARCH &DEVELOPMENT	
	<ul style="list-style-type: none"> (a) Apply for Government/Non-Government,industry sponsored Funds (b)Collaborations with Government & Private Institutes,Universities and Research Organizations



	<ul style="list-style-type: none"> (c) Applying for patent (d) Developing Society Beneficiary Projects (e) Identify the important areas of Research in each department (f) Undertake and Evaluate the Research Projects (g) Apply for Funding of Research Projects (h) Train the Faculty in the emerging areas of R&D
8. COMMUNITY SERVICES	
	<ul style="list-style-type: none"> (a) Participating in social and welfare activities (b) Conducting awareness Programmes (c) Budget / Donations from institutions resources/Faculty/students/other donors (d) identify areas and activities for community Development (e) Offer need based Training to the Unemployed needy people (f) Create Awareness about Environmental preservation (g) Conduct conference on Renewal Energy Areas
9. TRAINING AND PLACEMENT CELL	
	<ul style="list-style-type: none"> (a) Organize Career Guidance Programme (b) Establishment and effective functioning of Entrepreneur Development cell (c) Establishing incubation centers (d) Promoting ,sponsoring and facilitating Entrepreneur development programmes (e) Increase the interaction with industries (f) Enhance MOU's with industries (g) Establish and maintain collaboration with Industries
10.MANAGEMENT INFORMATION SYSTEM	
	<ul style="list-style-type: none"> (a) Collecting and Retrieving Information from various Resources (b).Provides flexible and speedy access to accurate data (c).Provides Necessary information at the right time to the management (d).Supports All activities of the Institution for effective functioning (e).Retrieval of digital datas

**MANAGEMENT COMMITTEE**

Dr. K.S. Lakshmi	President
Dr. M.C. Vasudevan	Vice President
Dr. K.S. Babai	Secretary
Mr. N. Sreekanth	Treasurer
Mr. V.S. Narasimhan	Director
Mr. V. Vaidyanathan	Director
Mr. V.N. Sriram	Director

GENERAL BODY

Dr. K.S. Lakshmi	Member
Dr. K.S. Babai	Member
Mr. V.S. Narasimhan	Member
Dr. M.C. Vasudevan	Member
Mr. V. Vaidyanathan	Member
Mr. N. Sreekanth	Member
Mr. V.N. Sriram	Member
Dr. S. Sivashanmugavel	Member
Dr. A.V. Jayagopal	Member



S.NO	STAFF DEVELOPMENT	PLAN FOR EVERY YEAR	PERIOD		RESPONSIBLE
			FROM	TO	
(a)	Sponsor Staff for curriculum content & Technology updation	1/DEPT	JUNE	MAY	Dr.A.Kanimozhi Co ordinator
(b)	Max no of courses allowed :2 Staff /Dept/Year on rotation	2/DEPT			
(c)	Attend Certification Courses	2/DEPT			
(d)	Sponsor Staff for attending Seminars/ ,Workshops/conferences	2/DEPT			
(e)	Organizing Faculty Development Programmes	2/DEPT			
(f)	To permit faculty for higher qualification	1/DEPT			
(g)	To motivate faculty for research, consultancy and innovations	1/DEPT			
(h)	Provide NAAC training to all the Faculty	ALL			
(i)	Strengthen OBE based Teaching and Learning	ALL			
(j)	Organize workshop /Training on Specific Areas	1/DEPT			
(k)	Motivate Faculty to establish Networking with Reputed Institutions	1/DEPT			
(l)	Develop Faculty and staff holistically for enhancing the efficiency for various academic Responsibilities	1/DEPT			
(m)	Strengthen Competencies of the Faculty & Managerial Training	ALL			
(n)	Implement Staff Welfare Schemes	ALL			
(o)	Motivate to publish papers in the standard journals	1 SCOPUS INDEXED PAPER PER YEAR			



S.NO	STUDENT SERVICES	PLAN FOR EVERY YEAR	PERIOD		RESPONSIBLE
			FROM	TO	
(a)	Conduct Orientation/Induction Programme	1 /DEPT	JUNE	MAY	Dr.S.Santhana Krishnan Co Ordinator
(b)	Organize Professional Society Activities	2 /DEPT			
(c)	Organize Extra Curricular/Co-Curricular Activities	2 /DEPT			
(d)	Conduct and Organize Sports and Events	2 /DEPT			
(e)	To motivate the students to attend the competitions	2 /DEPT			
(f)	Introduce new lab experiments in the emerging areas to improve the quality	2 /DEPT			
(g)	Organize workshop on the specific areas for the final year students	2 /DEPT			
(h)	Identify and handhold the academically slow learners	2 /DEPT			
(i)	Identify and encourage the academically fast learners	2 /DEPT			
(j)	Train students in various soft skills and life skills	2 /DEPT			
(k)	Facilitate to carry out the mini projects	ALL			
(l)	Assist students to pursue higher studies	1/DEPT			
(m)	Facilitate effective conduct of events by student	1/DEPT			
(n)	Encourage students to do innovative Projects	1/DEPT			
(o)	Organize NSS/YRC/Campus LIONS CLUBS/LEO clubs	1/DEPT			

S.NO	INDUSTRY INSTITUTE INTERACTION	PLAN FOR EVERY YEAR	PERIOD		RESPONSIBLE
			FROM	TO	
(a)	Enhance MoUs with industries	1 /DEPT	JUNE	MAY	Mr.S.Balasundaram Mr.P.Jaya Ganesh Co Ordinators
(b)	Support for internships ,Industrial visits,trainings and guest lectures	2 /DEPT			
(c)	Identification of industry needs and advice on extra courses apart from curriculum	1/DEPT			
(d)	Providing opportunities for industry based /sponsored projects	1/DEPT			
(e)	Strengthen training & placement	ALL			
(f)	Increase interaction with Industries	1/DEPT			
(g)	Establish and maintain tie-ups and collaborations with industries and	1/DEPT			



	professional bodies.				
(h)	Arrange for exchange of Faculty between Industries and institution	1/DEPT			
(i)	Arrange to deliver Guest Lectures	2/DEPT			

S.NO	ENVIRONMENT DEVELOPMENT	PLAN FOR EVERY YEAR	PERIOD		RESPONSIBLE
			FROM	TO	
(a)	Enhance the Usage of Solar energy	ONE FLOOR	JUNE	MAY	Mrs.B.Srividhya Mrs.M.Malini Gayathri Co ordinators
(b)	Rain Water Harvesting	AVAILABLE			
(c)	Plantations in the Campus	Awareness Lectures 1/Dept			
(d)	Hygiene,Zero Plastic ,Clean and Green Campus				
(e)	Conduct awareness Programs on Environment				
(f)	Create Awareness about Environmental preservation				
(g)	Organic Manures				
(h)	Waste Wealth Gardening				

S.NO	INFRASTRUCTURE FACILITIES	PLAN FOR EVERY YEAR	PERIOD		RESPONSIBLE
			FROM	TO	
(a)	Implementation of Purchase and Financial policies	ONCE PER YEAR	JUNE	MAY	Mrs.U.Nirmalambal Co Ordinator
(b)	Department wise Budget planning and allocation				
(c)	Forecasting income & expenditure				
(d)	Periodic Audit				
(e)	Updation of lab facilities				
(f)	Strengthen Library Resources to keep pace with recent				

S.NO	INTERNAL QUALITY ASSURANCE SYSTEM	PLAN FOR EVERY YEAR	PERIOD		RESPONSIBLE
			FROM	TO	
(a)	To prepare the self Assessment Report and apply for NBA	FOR ALL PROGRAMMES	JUNE	MAY	Dr.K.Umarani Dr.B.Monica Jenefer Co ordinators
(b)	Obtain NBA status for UG Programs				
(c)	Monitor and Evaluate the academic Standards	AUDIT ONCE /SEM			
(d)	Adherence to Quality Assurance Procedure				
(e)	Periodic check & guidance				



	for quality improvement				
(f)	Establishment of audit team and process				
(g)	Audit for remedial measures				
(h)	Promoting best practices				

S.NO	RESEARCH &DEVELOPMENT	PLAN FOR EVERY YEAR	PERIOD		RESPONSIBLE
			FROM	TO	
(a)	Apply for Government/Non-Government,industry sponsored Funds	APPLYING ONCE /YEAR	JUNE	MAY	Dr.K.Umarani Dr.A.Arivazhagan Co ordinators
(b)	Collaborations with Government & Private				
(c)	Institutes,Universities and Research Organizations				
(d)	Applying for patent				
(e)	Developing Society Beneficiary Projects	ONE PROJECT /DEPT/SEM			
(f)	Identify the important areas of Research in each department				

S.NO	COMMUNITY SERVICES	PLAN FOR EVERY YEAR	PERIOD		RESPONSIBLE
			FROM	TO	
(a)	Participating in social and welfare activities	1/SEM	JUNE	MAY	Mr.M.A.SESHAIAH Co Ordinator
(b)	Conducting awareness Programmes				
(c)	Budget / Donations from institutions resources/Faculty/students/other donors	ONCE PER YEAR			
(d)	identify areas and activities for community Development	1/SEM			
(e)	Offer need based Training to the Unemployed needy people				
(f)	Create Awareness about Environmental preservation	1/SEM			
(g)	Conduct conference on Renewal Energy Areas				
(h)	Conduct Events to the differently abled people				



S.NO	TRAINING AND PLACEMENT CELL	PLAN FOR EVERY YEAR	PERIOD		RESPONSIBLE
			FROM	TO	
(a)	Organize Career Guidance Programme	1/YEAR	JUNE	MAY	Mr.S.Balasundaram Mr.A.Velu Co ordinators
(b)	Estalishment and effective functioning of Entrepreneur Development cell	CONDUCTING AWARENESS PROGRAM			
(c)	Establishing incubation centers	UNDER PROCESS			
(d)	Promoting ,sponsoring and facilitating Entrepreneur development programmes				
(e)	Increase the interaction with industries				
(f)	Enhance MOU’s with industries	MOU WITH ONE INDUSTRY /DEPT			
(g)	Establish and maintain collaboration with Industries				

S.NO	MANAGEMENT INFORMATION SYSTEM	PLAN FOR EVERY YEAR	PERIOD		RESPONSIBLE
			FROM	TO	
(a)	Collecting and Retrieving Information from various Resources	TIME TO TIME	JUNE	MAY	Mrs.N.Mathangi Mrs.S.Priskilla Manonmani Mrs.C.Jerin Mahiba Co Ordinators
(b)	Provides flexible and speedy access to accurate data				
(c)	Provides Necessary information at the right time to the management				
(d)	Supports All activities of the Institution for effective functioning				
(e)	Retrieval of digital datas				