

**ANNAMACHARYA**  
**INSTITUTE OF TECHNOLOGY AND SCIENCES**  
(Autonomous)



**Tirupati – 517 520**

**Core Values, Institutional Objectives,  
SWOC Analysis and Strategic Plan**

# Index

<b>S.NO.</b>	<b>Contents</b>	<b>Page NO.</b>
1.	Introduction	1
2.	Core Values	1
3.	Vision & Mission	2
	3.1 Procedure adapted for Vision and Mission of the institute	2
	3.2 Vision & Mission	3
4.	Institute Objectives	3
5.	SWOC	3
	5.1 Procedure adapted for arriving at SWOC analysis report	3
	5.2 SWOC analysis	4
	5.2.1 Strengths	4
	5.2.2 Weaknesses	5
	5.2.3 Opportunities	5
	5.2.4 Challenges	5
6.	Institute Strategic Plan	5
	6.1 Academic Eminence	6
	6.2 Innovative Research	7
	6.3 Collaborations	8
	6.4 Capacity Building	8
	6.5 Integrated Governance	8
	6.6 Self-Reliance	9
	6.7 Infrastructure	9
	6.8 Sustainability	10
	6.9 Integrated Development	10
	6.10 Social Services	11
	6.11 Branding in Social Media	11

## **1. Introduction:**

Annamacharya Institute of Technology & Sciences, Tirupati (AITS-T) was established in the year 2007, with a belief that education can influence and mould young minds. Within a decade, AITS, Tirupati received the prestigious stature of an institution with quality education. It is promoted by Annamacharya Educational Trust, a group of professionals for whom education is a passion. With an experience of over 20 years in the field of Engineering, Management, Education and Pharmacy, the Trust runs many colleges across Andhra Pradesh and Telangana states.

Being a part of Annamacharya Group of Institutions, the institute is committed to impart engineering skills to the students and provide a window for them to explore the opportunities to achieve their goals. Annamacharya Institute of Technology and Sciences, Tirupati endeavours to be the leading centre providing world-class education while incorporating innovative teaching methods for engineering and research.

Research is the structural part of academic performance. The institute has a well framed research policy to foster eminence in research. Integrated development of the students is done in a well-defined manner. The institute mentors the students through exemplary counselling system, campus placement cell, and NSS to develop professionalism, ethical and human values along with social service. Energy conservation through nonconventional energy resources like solar energy and maintaining greenery in the campus and regular audit is the primary concern of the sustainability concern of the institute.

The institute is diligent to pursue its vision and mission of educating and empowering the learners to realize their maximum capacity through their knowledge, skills and values for serving the current societal needs.

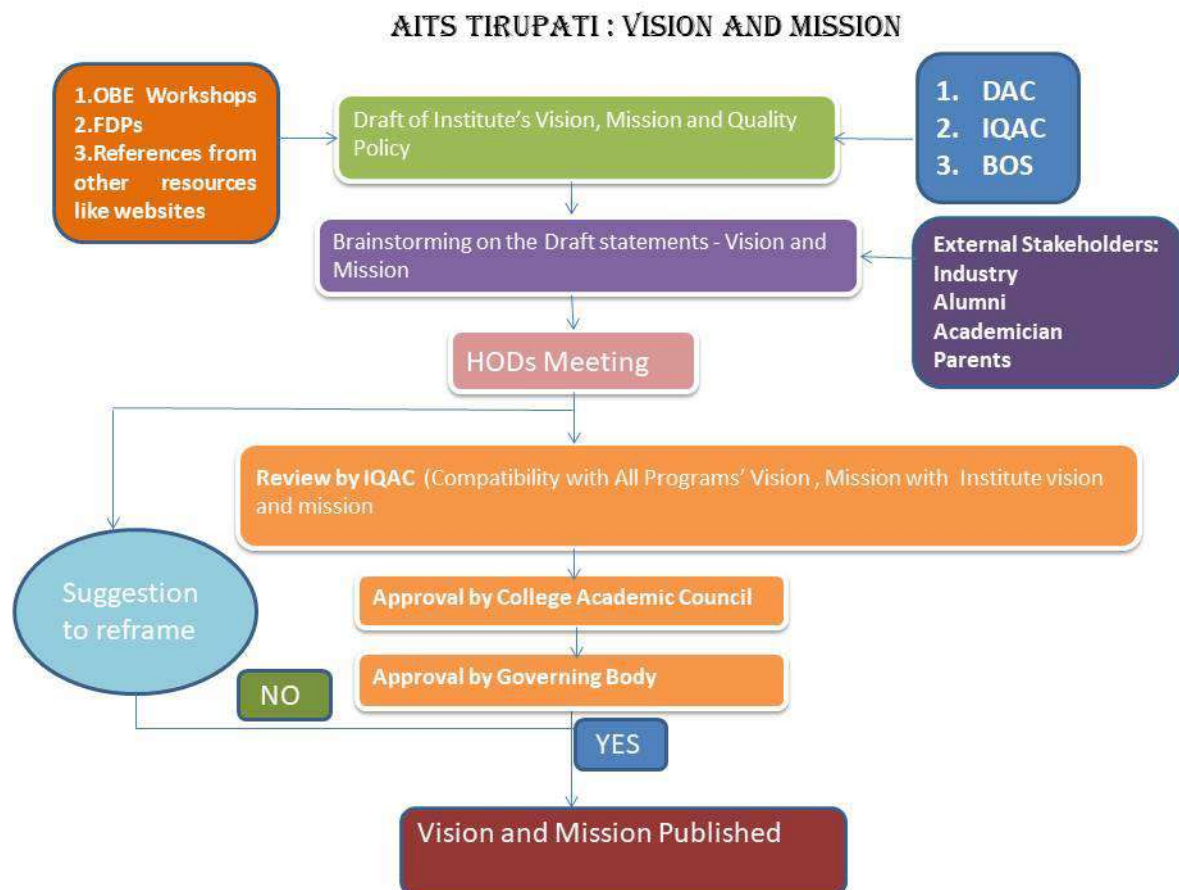
## **2. Core Values:**

- **Thirst for Quality Education:** The stake holders of the institute particularly management, employees and students of the institution have a consistent thirst for quality improvement of the processes and services in the institution.

- **Life Long Learning:** In the fast changing technological world, acquiring a special skill at one point of time will not be enough for ever long survival. Hence to flourish in the work place and to bring in innovations in the ways of doing, employee, student as well as alumni must be continuous learners and tech savvy.
- **Diversity and Participation:** AITS promotes the involvement of faculty, staff, and students from all social, economic, ethnic, cultural and religious backgrounds to get the synergy of combining the diversified agents. The focus is on involving students to exhibit their talent in various curricular and co-curricular activities and strengthening alumni link to share their experiences to the students.
- **Academic Integrity and Accountability:** Management induces accountability in the employees for the career of the students and the academic leadership establishes a mentoring mechanism for realization of responsibilities of students towards their parents and in turn to the society.

### 3. Vision and Mission of the Institute:

#### 3.1 Procedure adapted for vision and mission of the Institute:



### 3.2

#### **Vision:**

- To Promote Excellence in Technical and Management Education

#### **Mission:**

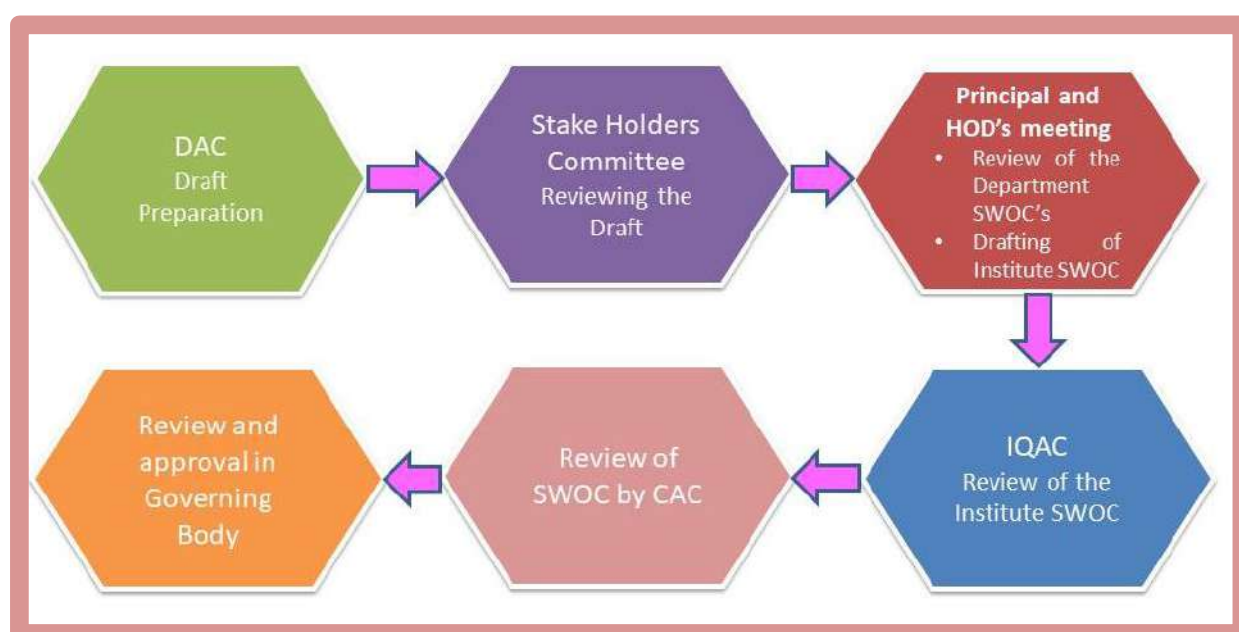
- Strengthen the Learning-Teaching Process for Holistic Development.
- Upgrade Physical Infrastructure to meet the Curriculum needs.
- Enhance Industry-Institute Interactions to acquire Professional Competency.
- Promote Innovation and Research to address Challenges of Society.

### **4. Institute Objectives:**

- To create a conducive and competitive environment for students through curricular and extra-curricular activities.
- Promote the culture of research among the faculty.
- To promote synergetic alliances with premier Institutions, Industry, CSIR laboratories and various Government organizations for Collaborative Research Projects.
- To promote economic and social enrichment of the society through Skill Development Programmes, Entrepreneurship and extension activities.
- To introduce demand driven new UG & PG academic programmes.
- To ensure a high degree of quality in terms of providing infrastructure, research ambience, faculty and staff development

### **5. SWOC**

#### **5.1 Procedure adopted for arriving at SWOC analysis report:**



## 5.2 SWOC Analysis:

### 5.2.1 Strengths:

1. Various Policies (Service rules, maintenance policy, Energy Policy, IT Policy etc) along with vision, mission, core values and Institute strategic plan are well defined.
2. Visionary leadership in the board of governing body for good governance
3. An autonomous institution
4. Admissions through state level entrance examinations and centralized web based counselling
5. Curricular design adaptable to the industry needs/requirements
6. Few programs of the institution accredited by NBA
7. Offering PG programs
8. Student chapters of professional societies like ISTE, IEEE, CSI, IETE etc, vibrant Student clubs for improving professional competency
9. State of the art infrastructure in labs, digital library and English communication lab, ICT enabled classrooms, APSCHE LMS tool, Microsoft teams for virtual teaching , internships, opportunities and virtual labs to meet few curricular gaps.
10. Host institute for skill development corporation of APSSDC: skill excellence centre and Dassaluts design experience lab of APSSDC, Host institute for MSME business incubator are the skilling hubs in the campus
11. Nptel local chapter and spoken tutorial project's FOSS centre for online certification courses
12. Optimal blend of experienced faculty and the young faculty specialized on latest technologies.
13. Introduction of new programmes on emerging technologies
14. Closed loop system with the feedback from various stake holders
15. Special training (CRT) for the interviews, interlaced with the curriculum
16. Effective mentor-mentee system
17. Patent rights in process, Publications in quality journals, Recognised research supervisors in the institute
18. Effective industry-institute interface, Effective alumni network for curricular support
19. Flexible curriculum for getting honours degree and minor degree also
20. More MOU's on internships, skilling and for employment opportunities
21. Adequate amenities on the campus: Hostel facility on the campus, canteen, CCTV surveillance system, RO water system, Gym, Auditorium, e-classroom, conference hall, campus radio, newsletter and magazine are the in-house facilities
22. Promotion of holistic development of students by co-curricular and extra-curricular activities.
23. Eco friendly campus with regular green audits. Non-conventional energy production (solar power) meeting 40% of the power demand.
24. Consistent faculty performance appraisal system

### **5.2.2 Weaknesses:**

1. Poor revenue generation through consultancies
2. Meagre fund support from funding agencies for research activities
3. Quality internships for 100% students
4. Faculty/student exchange programmes at the institutional level
5. Lack of Research centres in the Department
6. Inadequate development fund support from alumni and others
7. No Residential facility for faculty in the campus

### **5.2.3 Opportunities:**

1. Strengthening MSME's business incubator for start-ups and entrepreneurship development
2. Leading research institutes like IIT & IISER Tirupati are in the vicinity, their mentorship can be exploited for improving the research activity
3. ISRO, Sricity and other industries are in the neighbourhood of the college for industry interface.
4. More MOU's can be signed with reputed institutes and industries for mutual benefit
5. Scope for interdisciplinary and collaborative research in view of many programs in the institution
6. Scope for better employment and better packages for the students of the institution in emerging platforms as programs on emerging technologies started
7. Still better conversion of graduates to employees

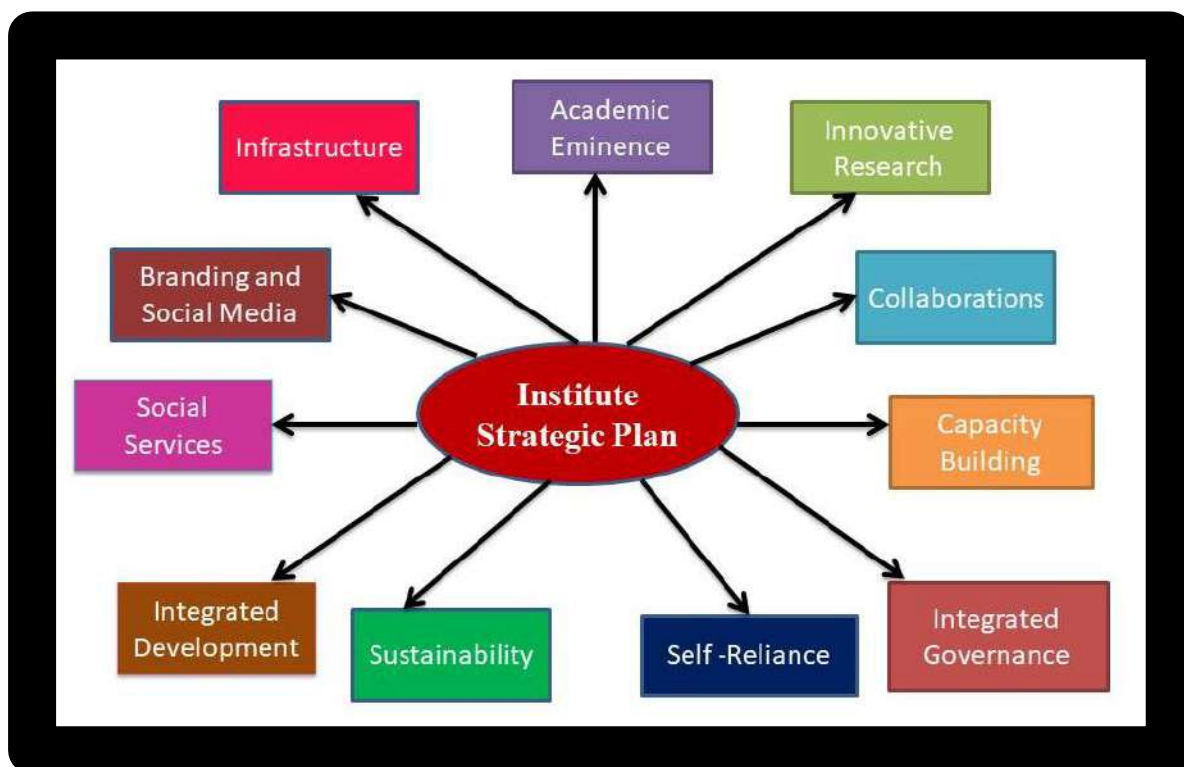
### **5.2.4 Challenges:**

1. Attracting Senior faculty with proven research record
2. Providing 100% employment for all the eligible students
3. Cut throat competition for admissions and attracting quality intake
4. Motivating the students to register for PG programs and research
5. Attracting faculty with specialized degree in the emerging technologies.

## **6. Institute Strategic Plan**

This Strategic plan is made by Annamacharya Institute of Technology and Sciences, Tirupati to accomplish the requirements of the students, faculty, staff and society and also in providing quality education with advanced infrastructure towards students' advancement in scientific and technical excellence.

In this technology driven society, the strategic goals of the institute have been drafted for the period of 2021-2026 for transforming AITS-Tirupati to a quality technical institution at the global level.



**Pictorial Representation of Institute Strategic Plan**

### **6.1 Academic Eminence:**

AITs Tirupati, as a seat of learning, aims for providing quality education by progression towards disseminating knowledge with cumulative wisdom. It is a higher learning educational institution with better standards of educational excellence in the core and emerging academic disciplines. The institute intends to promote the programmes on emerging technologies, blended teaching techniques and technology enhanced student centric learning environment. The students will be further subjected to skill development courses, internships and online certification courses also.

#### **6.1.1 Objectives:**

- To provide quality and cultured education
- Initiate multidisciplinary, minor degree, emerging technology programs fulfilling the needs of the stake holders
- To adopt technology enabled teaching pedagogy



### **6.1.2 Strategies:**

- Strengthening current academic programs by revising course curriculum with high standards and industry based requirements
- Usage of blended teaching methodology from traditional blackboard method to ICT enabled techniques to LMS
- Academic freedom and flexibility as blended teaching allowed along with collaborative learning practices.
- Encouraging virtual mode of teaching with advanced online tools for both teaching fraternity and students.
- Initiating the faculty and students to register and complete online courses through nptel swayam, spoken tutorials etc
- Effective usage of APSCHE LMS portal to avail video content and to obtain internships.
- Updated and strong feedback mechanism covering various aspects of curriculum, teaching learning process, industry, employer and exit feedback etc.

### **6.2 Innovative Research:**

The institute is committed to high quality innovative research. To facilitate the research activities of the students and aspiring faculty, the institute developed the research policy to guide, encourage, strengthen the quality of the research to the core.

#### **6.2.1 Objectives:**

- To promote multidisciplinary research
- To encourage the faculty for quality publications and research proposals
- To encourage the aspiring faculty for patent filing and maximizing the patent rights

#### **6.2.2 Strategies:**

- Implementing Institute's Research Ethics Policy
- Creating supportive research environment for students and faculty
- Promoting highest ethical standards in research
- Motivating the faculty and students towards novel research methodologies and social relevant topics.
- Recognising and rewarding good contributions of the faculty towards research
- Facilitating the faculty for infrastructural support, books, journals etc
- Encouraging faculty and also students to submit innovative ideas and proposals for the platforms like MSME business incubation etc.

### **6.3 Collaborations:**

Our institute desires to promote collaborations in research, teaching and employment at national level.

#### **6.3.1 Objectives:**

- To identify opportunities related to development of the students and teachers in the form of internships, projects, fellowships, funded programs in the national level.

#### **6.3.2 Strategies:**

- Increasing the opportunities of internships and employments of the students through extensive deliberations and MOU's.
- Promoting the work of both students and faculty on various platforms
- Developing e-content and making it accessible for student community

### **6.4 Capacity Building:**

Outstanding performance by competent and committed people made significant expansion to provide culture, facilities and support for faculty and staff.

#### **6.4.1 Objectives:**

- To gauge and develop healthy competency for achieving academic and administrative excellence
- To develop, reward and retain academic and administrative staff of high calibre.

#### **6.4.2 Strategies:**

- Flourishing technology based skills for the faculty and staff in conducting the workshops and Faculty Development Programs.
- Promoting the faculty to participate and present their works in various academic related programs.
- Encouraging the faculty to develop new e-content and books.
- Organising social and cultural events for the faculty and staff.

### **6.5 Integrated Governance:**

#### **6.5.1 Objective:**

To ensure academic, financial and administrative autonomy in the institute

### **6.5.2 Strategies:**

- Joining all administrative and academic departments in coherence
- Integrating the students' evaluation and assessment as per regulatory framework for quick publication of results.
- Developing and adhering to the regulations, policies and procedures of the institute.
- Updating the policies and procedures by amendments for increasing efficiency and effectiveness.
- Integrated facilities for sharing intellectual and physical resources.
- Maintaining the secured database of student assessments.

### **6.6 Self -Reliance:**

In view of the growing competition and hike in the expenses, generation of additional resources is of high demand to be self-reliant.

#### **6.6.1 Objectives:**

- To improve the financial planning for better revenue mobilization
- To optimize the utilization of the resources for being self reliant

#### **6.6.2 Strategies:**

- Making the institute self sufficient financially for future necessities
- Generating funds through both internal and external sources via student fees, grants scholarships and consultancies.
- Revising the fees on the approval by APHER & MC
- Most of the expenditure has been levelled by motivating prospective alumni to webinars/workshops/skill training programmes.
- Improving financial system for better governance and decision making.

### **6.7 Infrastructure:**

The institute strives for the upliftment to the “Centre of Excellence” for higher learning which requires higher end instructional and research facilities.

#### **6.7.1 Objectives:**

- To create state-of-art learning centres and labs with modern amenities
- To develop eco-friendly campus

### **6.7.2 Strategies:**

- Providing state-of-art laboratories, computational facilities, digitally equipped classrooms and library.
- Providing guestrooms for resource persons and expanding hostels for students
- Renovating old buildings
- Practising cleanliness and hygiene across the campus

## **6.8 Sustainability:**

The institute upholds the concept of sustainability in all the aspects. It will work towards achieving sustainability on creating awareness and training programs to imbibe the spirit of sustainability in the individuals of the institute.

### **6.8.1 Objectives:**

- To practice the principle of proper disposal of waste, energy conservation through consistent annual audits.
- To develop energy efficient and eco-friendly procedures for the growth of the institute
- To maintain greenery in the campus

### **6.8.2 Strategies:**

- Harnessing the use of nonconventional energy resources like substituting solar power for conventional power
- Initiating the individuals on the procedures to be followed for environmental conservation
- Regular conduction of the green audit and getting accreditation by the authorised agencies.

## **6.9 Integrated Development:**

The institute focuses on individual's growth and development irrespective of caste, gender, creed of the student, staff and faculty. It also promotes individuals' emotional intelligence via positive attributes like resilience, healthy competition among the peers, self-understanding and interpersonal skills.

### **6.9.1 Objectives:**

- To design diversified activities for integrated development of the stake holders
- To inculcate values with leadership qualities among faculty, staff and students.

### **6.9.2 Strategies:**

- Initiating programmes and festivals for socio-cultural development among the individuals.
- Organizing expert lectures on trending issues
- Arranging academic, cultural and industrial tours
- Access to yoga, meditation and self management activities on regular basis.

### **6.10 Social Services:**

The Institute has the responsibility of developing the service motto among the faculty, staff and students. It also aims to develop to connect with the society with wide range of outreach and extension programmes.

#### **6.10.1 Objectives:**

- To locate and identify the issues and the priorities for development in the local community
- To provide platforms for students and faculty to take up social service activities.

#### **6.10.2 Strategies:**

- Encouraging faculty and students to take up the socially relevant projects in academics
- Strengthening the NSS wing and Unnat Bharath Abhyan activities of the institute for ensuring greater contribution to the society.
- Sensitizing all the stake holders about the local areas and the revolutionary work to be initiated.

### **6.11 Branding and Social Media:**

The institute has a glorious history and heritage of 15 years of rich contribution in creating, advancing and propagating knowledge. Communication tools in integrated manner are desired to enhance the visibility of the institute with national and international bias.

#### **6.11.1 Objectives:**

- To build a widespread visibility of the institute in connection with academics, industry and society.
- To create and publicize a brand value of the institute.
- To ensure clarity in communication by all means in the social media

### **6.11.2 Strategies:**

- Promoting institute core values, vision and mission statements, institute logo by highlighting them on boards in all the departments, offices and hordings in the places of prominence.
- Publishing institute brochure both hard and soft copy (website)
- Designing and updating the institute's informative website
- Setting up institute map at the entrance with directions for the departments, office and other facilities to guide visitors
- Publishing quarterly newsletter with the contributions of the faculty and students along with the events/programs held in the institute
- Uniformity in designing the identity cards, stationery and other communication materials like letter heads, brochures, etc for better communication clarity.
- Effective usage of the social media via linkedin, facebook and instagram