



**STRATEGIC PLAN
(2025-30)**



BABA INSTITUTE OF TECHNOLOGY AND SCIENCES(A)

STRATEGIC PLAN (2025-26 to 2029-30)

Preamble:

Baba Institute of Technology & Sciences (BITS) was founded in 2008. The primary focus of the institution is to expose the young minds to the world of technology and business, instilling in them confidence and fortitude to face new challenges that enable them to excel in their chosen fields. The college inculcates the development of all facets of the mind culminating in an intellectual and balanced personality. With 100% seats filled from the year of inception itself, the institute feels confident that they can serve even better with every passing year. This is well equipped to bring out the inherent greatness in students because everyone here genuinely cares about them.

The college is accredited by NAAC approved by AICTE, New Delhi and is currently affiliated to Jawaharlal Nehru Technological University, Gurajada, Vizianagaram, Andhra Pradesh. It's making further advancements in the field of technical education under Autonomous status. The campus is located in Visakhapatnam, Andhra Pradesh, close to National Highway-16.

The college has signed several Memorandums of Understanding (MOUs) to strengthen the interaction among both academia and industry. The college's Training and Placement cell is very active, and it invites several renowned companies to the campus for placements. The Training and Placement Cell organizes numerous training programmes for students in order to improve their employability skills.

The main goal is to prepare the students for all levels of leadership in business, science, and other areas of life through career-focused curriculum and mentoring programmes. The fundamental objective is to allow each student to meet his or her individual goal in life. Students are encouraged to follow dreams and ambitions in a rational and sustainable manner.

BITS VIZAG is highly proactive in framing, updating and executing the policies for attaining the Vision and Mission of the Institute.

VISION

- To become a leader in Engineering, Technology, Science and Management education by building the talent of youth into dynamic professionals.

MISSION

The mission of the college is to achieve academic excellence in Technical education

- The College aims to achieve high moral, ethical & professional standards to make students employable and globally competitive.
- Providing Quality Education, student-cantered Teaching-Learning process and state of art infrastructure for professional aspirants hailing from both rural and urban areas.
- Achieving self-sufficiency to ensure qualitative Teaching-Learning practices.
- Evolving this organization into a Centre of academic and research excellence

FORMULATION OF THE INSTITUTE'S STRATEGIC PLAN

Methodology, Analysis, and Key Inferences:

Methodology:

As part of the comprehensive strategic planning exercise, BITS undertook an in-depth SWOC analysis involving eminent experts from both academia and industry, alongside the active participation of the Principal, Deans, Heads of Departments, faculty members, technical and supporting staff, students, alumni, parents, and employers. Dedicated teams were constituted for each stakeholder group, and separate brainstorming sessions were organized accordingly.

The SWOC exercise was facilitated by resource persons who clearly explained the objectives of the activity, thereby fostering a congenial environment for open dialogue, free exchange of ideas, and transparent discussions. Participants were sensitized to the importance of their contributions and encouraged to express their views candidly and constructively. The entire process, which spanned nearly two weeks, comprised multiple sessions with all stakeholders, ensuring inclusivity and depth in deliberations.

Data Collection and Interpretation:

The exercise involved a structured and collaborative reflection on critical institutional dimensions, such as:

- i. Human Resources** – Faculty, technical staff, non-technical staff, and other personnel.
- ii. Infrastructure and Facilities** – Buildings, laboratories, equipment, machinery, vehicles, hostels,

furniture, and related assets.

iii. Processes – Governance, management and administration, curriculum development, teaching-learning systems, student support services, staff development, communication, and Management Information Systems

iv. Products and Services – Student-related outcomes (admissions, pass percentages, skill levels, placement rates), research contributions, publications, consultancy activities, and allied services.

The SWOC analysis was conducted using the process described above in two components

- Internal assessment
- External assessment

1. Strength, Weakness, Opportunity and Challenges (SWOC) Analysis

Institutional Strengths

- Visionary Proactive and Progressive Local Management
- Dynamic leadership flows from Management to the Principal and HODs
- Qualified and Committed faculty with Positivism
- Clear and Defined Organizational Structure
- State of art Infrastructure
- Industry Collaborations
- International Collaborations Quality Initiatives
- ICT Enabled Teaching–Learning Futuristic Pedagogy
- Environmental Consciousness
- Co-curricular and Extra Curricular Activities
- Campus under CCTV surveillance for a Safe and Secure Environment
- Effective Mentoring System

Institutional Weakness

- Limited focus on Higher education
- Deficiency in certain outcomes of the students
- Lack of motivation, inadequate language and Critical thinking among the students at entry level

Institutional Opportunities

- To become University
- To develop a Self-Sustenance model
- To conduct Academic Sand-witch programs with Foreign Universities.
- To have MOUs with Institutes of National Importance
- Developing a congenial relationship with Alumni

- Networking with other Organizations
- Scope for innumerable Faculty Development Programs

Institutional Challenges

- Increasing Cost of education
- Reduction in Core job opportunities
- Withstanding the peer pressure of too many Engineering Colleges nearby
- A large proportion of faculty with limited Industrial and Research experience

2. Strategic Plan for institutional development based on SWOC Analysis:

- The Strategic Plan of Baba Institute of Technology & Science (BITS) for the period 2025–26 to 2029–30 is carefully aligned with the Vision and Mission of the Institute and has been framed on the basis of an extensive SWOC (Strengths, Weaknesses, Opportunities, and Challenges) Analysis. The plan provides a roadmap for institutional growth and excellence in teaching, research, consultancy, and innovation.

Strategic Direction Based on SWOC

- **Leveraging Strengths:**

BITS capitalize on its progressive management, dynamic leadership, competent faculty, state-of-the-art infrastructure, ICT-enabled pedagogy, industry and international collaborations, and strong mentoring culture. These strengths form the backbone of the Institute’s quality education framework.

- **Addressing Weaknesses:**

The plan emphasizes enhanced focus on higher education pathways, bridging student skill gaps, and improving language proficiency and critical thinking skills at entry levels. Targeted remedial programs, bridge courses, and motivational workshops will be implemented to transform weaknesses into opportunities.

- **Exploiting Opportunities:**

BITS aims to progress toward autonomous status, develop a self-sustenance model, establish academic exchange programs with foreign universities, and forge MoUs with institutions of national importance. Alumni engagement, organizational networking, and multiple faculty development programs will be systematically expanded.

- **Overcoming Challenges:**

The plan acknowledges external challenges such as rising cost of education, shrinking core-sector job opportunities, stiff competition from nearby engineering colleges, and limited industrial exposure among faculty. Proactive steps like cost-effective academic models,

skill-based training, entrepreneurship promotion, and structured faculty-industry interaction programs are included to mitigate these challenges.

3. Strategic Focus Areas

Based on the SWOC analysis, the Institute identifies three central themes for development:

A. Teaching–Learning Process and Assessments

- Strengthening outcome-based education and practical learning pedagogy.
- Incorporating ICT tools, MOOCs, industrial training, and internships.
- Expanding student-centric services and mentoring support.
- Attracting meritorious students through improved learning outcomes.

B. Skill Development, Social Responsibility, and Entrepreneurship

- Establishing structured skill enhancement and language improvement programs.
- Promoting social engagement, eco-consciousness, and community outreach.
- Fostering entrepreneurship through incubation support, industry mentoring, and alumni linkages.

C. Research, Innovation, Consultancy, and Higher Education

- Strengthening research infrastructure and developing centres of excellence.
- Encouraging interdisciplinary and collaborative research projects.
- Enhancing faculty development programs and industrial exposure.
- Facilitating higher education opportunities and global academic linkages.

A. Teaching Learning process and Assessments

Goals	Potential Initiatives	Quantitative Metrics
<ul style="list-style-type: none"> • Goal 1: To impart quality education by updating the curriculum, Recruiting qualified faculty and providing excellent academic infrastructure. 	<ul style="list-style-type: none"> • Involvement of all stakeholders in refining/ fine tuning the curriculum based on local and global needs. 	<ul style="list-style-type: none"> • Curriculum is revised once in four years for UG programs and once in two years for PG program. • No. of DAC, BoS, • PAC Meetings conducted. • No. of Exit Surveys (Course, Graduate, Alumni, Employer, Faculty etc.) conducted
	<ul style="list-style-type: none"> • Introduction of interdisciplinary courses as Open Electives, Audit Courses to enhance employability. 	<ul style="list-style-type: none"> • Number of inter- disciplinary courses offered based on student's choice. • The number of students who are placed in reputed Multi- National Companies.

	<ul style="list-style-type: none"> Implementation of curriculum through Academic calendar ,Lesson plans and course material. 	<ul style="list-style-type: none"> All course materials uploaded in the e- learning platform.
	<ul style="list-style-type: none"> Focus on recruiting highly qualified and experienced faculty from premier institutions across India and abroad. 	<ul style="list-style-type: none"> Number of Ph.D. qualified faculty appointed in each department. Percentage of faculty with Ph.D. Maintaining Faculty Cadre ratio as per the norms No. of Visiting/Adjunct Faculty in the Department
	<ul style="list-style-type: none"> Academic and Planning Cell monitors and provides the required Academic infrastructure 	<ul style="list-style-type: none"> Number of ICT enabled classrooms and Seminar halls & scale up classrooms. Number of volumes of books, journals and periodicals in the Central/ Dept. library
<ul style="list-style-type: none"> Goal 2: To enable students involve in active, participative and self-learning. 	<ul style="list-style-type: none"> Introduction of laboratory courses and internships to encourage Practice based learning 	<ul style="list-style-type: none"> Number of laboratory courses in the curriculum Number of students who underwent internships in Industries/ Research organizations.
	<ul style="list-style-type: none"> Introduction of Massive Open Online Courses. 	<ul style="list-style-type: none"> Number of industry projects carried out by students. Number of MOOC's courses offered for credit transfer Number of students who accessed the video lectures of courses offered under NPTEL delivered by eminent Faculty from IITs. (got MOOCs Certifications)

	<ul style="list-style-type: none"> Quality Enhancement in Engineering Education 	<ul style="list-style-type: none"> Number of webinars conducted. Number of students benefitted.
	<ul style="list-style-type: none"> R&D and Innovation Centre's encourage the students to collaborate and learn through Students High Active Research Program 	<ul style="list-style-type: none"> Number of students benefitted in Student Research Projects Number of students participated in Smart India Hackathon and other design contests. Students working as teams in Mini and Major Projects. No. of students who received Seed Money for Projects No. of students exchanged for

		<p>Research with Foreign/Domestic Universities</p> <ul style="list-style-type: none"> • No. of Student Presentations • No. of Student Publications • Amount of Student grants received
	<ul style="list-style-type: none"> • Learning management system to assist self- learning. 	<ul style="list-style-type: none"> • Number of students benefitted through e- learning platform.
	<ul style="list-style-type: none"> • Motivation for participation in Co- curricular and Extra- curricular activities 	<ul style="list-style-type: none"> • Number of students participated in intra and inters college events like seminars, symposiums, workshops, cultural programmes, sports etc. • No. of Idea Weeks organized
<ul style="list-style-type: none"> • Goal 3 To ensure Quality Assurance and Endurance 	<ul style="list-style-type: none"> • IQAC periodically assesses the student quality 	<ul style="list-style-type: none"> • Number of students securing good CGPA (i.e. Above 8.5)
	<ul style="list-style-type: none"> • appraises the faculty through self- appraisal, student appraisal 	<ul style="list-style-type: none"> • Rating of the faculty at different levels by periodic feedback from students.
		<ul style="list-style-type: none"> • Assessment through Course end survey. • Annual appraisals by faculty to assess their performance
	<ul style="list-style-type: none"> • Internal and External audit 	<ul style="list-style-type: none"> • Assessment by the internal and external audit team • Evaluation by NBA, NAAC

B. Skill Development, Social Responsibility and Entrepreneurship

Goals	Potential Initiatives	Quantitative Metrics
<ul style="list-style-type: none"> • Goal 1: To impart skills to students to succeed in their career. 	<ul style="list-style-type: none"> • Exclusive Training and Placement Cell. 	<ul style="list-style-type: none"> • Number of training programs conducted in house. • Number of students placed in reputed organizations.(Core/Non-Core)
	<ul style="list-style-type: none"> • Establish Centre of Excellence 	<ul style="list-style-type: none"> • Number of students trained for skill development.
	<ul style="list-style-type: none"> • Enhance Industry-Institute Interaction 	<ul style="list-style-type: none"> • Number of workshops conducted by experts from Industries. • No. of Alumni interactions organized • Number of students benefitted. • Number of Industrial visits arranged • Number of students who underwent internships
<ul style="list-style-type: none"> • Goal 2: To enhance faculty, staff and students 'contribution in order to improve quality of life and sustainable development of the society. 	<ul style="list-style-type: none"> • Engineering Projects In Community Services 	<ul style="list-style-type: none"> • Number of projects benefitting society
	<ul style="list-style-type: none"> • Establishment of clubs to promote social responsibility amongst faculty and students. 	<ul style="list-style-type: none"> • Number of activities carried out by the different club for the welfare of the society. • Number of students actively involved.
	<ul style="list-style-type: none"> • Separate wing for NSS and NCC 	<ul style="list-style-type: none"> • Number of outreach programmes conducted. • Number of students actively involved. • Number of people benefitted through social awareness activities.
	<ul style="list-style-type: none"> • NSS as Audit course 	<ul style="list-style-type: none"> • Number of students who pursued.

	<ul style="list-style-type: none"> • Establishment of Rural Immersion course. 	<ul style="list-style-type: none"> • Number of villages surveyed in and around Visakhapatnam.
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<p>Goal 3: To Strengthen the entrepreneurship Development cell for continuously organizing programs by actively involving successful entrepreneurs and Alumni to kindle the entrepreneurial spirit among the students.</p>	<ul style="list-style-type: none"> • Entrepreneurship Development Cell to promote entrepreneurial activity 	<ul style="list-style-type: none"> • Number of programmes conducted by ED Cell. • Number of students benefitted by attending awareness programmes on Entrepreneurship. • No. of students exposed to industry working environment through industry internship/projects etc (Offline) • Number of Entrepreneurs
	<ul style="list-style-type: none"> • Financial support to students for Entrepreneurial activity. 	<ul style="list-style-type: none"> • Number of beneficiaries.
	<ul style="list-style-type: none"> • Establishment of an Incubation Centre • To promote entrepreneurs 	<ul style="list-style-type: none"> • Number of start- ups. • Number of people employed in the start-ups

C. Research, Innovation, Consultancy and Higher Education

• Goals	• Potential Initiatives	• Quantitative Metrics
Goal 1: To promote innovations and research to address the challenges of the future.	<ul style="list-style-type: none"> Recognized Research centers approved by JNTUGV. 	<ul style="list-style-type: none"> Number of departments as approved Research centres
	<ul style="list-style-type: none"> Strengthening Research & Development Centre 	<ul style="list-style-type: none"> Number of publications in SCI & Scopus indexed journals Number of projects sanctioned from funding agencies. Incentives provided by the management to the faculty for publications & projects. Number of patents filed.
	<ul style="list-style-type: none"> Establishment of Industry supported labs to meet R&D requirements through Industry Institute Interaction Cell. 	<ul style="list-style-type: none"> Number of labs/ centres of excellence established. Number of collaborative projects. Number of industry experts involved. No. of students with skill development certifications from Industry/Research Labs
• Goal 2: To offer consultancy services to neighboring government/ private organizations	<ul style="list-style-type: none"> Establishment of an exclusive Cell for Consultancy. Scaling up of laboratory facilities to enhance consultancy. 	<ul style="list-style-type: none"> Number of consultancy activities undertaken. Amount of revenue generated through consultancy works. Number of Beneficiaries Consultancy funds distributed in Society
• Goal 3: To encourage students to pursue higher education.	<ul style="list-style-type: none"> Collaborating with reputed foreign/Indian universities to promote higher Education. 	<ul style="list-style-type: none"> Number of students who secured admission in prestigious institutions for higher studies in India/abroad
	<ul style="list-style-type: none"> International Relations Cell 	<ul style="list-style-type: none"> Number of MOUs signed Number of students who enrolled for internships / higher studies.
	<ul style="list-style-type: none"> Motivating students by organizing awareness programs on IELTS, e-Study abroad. 	<ul style="list-style-type: none"> Number of beneficiaries

	Offer GATE Coaching	<ul style="list-style-type: none"> • No. of GATE Coaching Hours conducted • Number of students attending GATE Coaching Classes • No. of students qualified in GATE • No. of assessment tests conducted for competitive exams
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Vision for 2029–30

By systematically implementing this Strategic Plan, BITS envisions evolving into a leading techno-management institution recognized for its quality teaching, cutting-edge research, consultancy, and innovation. The Institute is committed to building academic autonomy, global collaborations, and sustainable growth, thereby positioning itself as a center of excellence.