



M.KUMARASAMY HEALTH AND EDUCATIONAL TRUST'S

**M.KUMARASAMY COLLEGE OF
ENGINEERING (Autonomous)**

THALAVAPALAYAM - KARUR - TAMILNADU

STRATEGIC PLAN

2021 - 2026

PREFACE

Strategic Planning of the institution plays a vital role in successful accomplishment of the Vision and Mission, which it dreams of. Strategic planning is a continuous process with a specific emphasis on accomplishing institutional goals in this highly competitive world. The basic strengths of strategic planning are its abilities to help align the organization with its environment, i.e., a set of internal and external forces that can positively or negatively affect the activities of an Institution. The Strategic Planning and Deployment (SPD) is formulated based on analysis of present challenges and future opportunities and it envisions the direction towards which the institution should move to achieve its set goals and objectives.

The first part of SPD elucidates the vision, mission and core values of the institution along with long term & short term goals. The SWOC analysis of the institute formed the basis in framing the vision and mission which in turn depend on the feedback from stakeholders. After analyzing the internal and external environment, the institutional goals were set up in all possible growth domains through a brain storming sessions with HODs and faculty members. The strategies with action plans were decided to achieve institutional strategic goals.

While formulating the strategic plan and deployment document, each and every stakeholder is made to involve by building a spirit of ownership in them. The document is circulated to all the departments. Highest attention has been paid to spell out clearly the execution and monitoring by identifying measurable targets in line with the anticipated outcomes. The SPD is discussed meticulously and approved by the Staff Council of the institution.

The SPD will synchronize the processes and efforts of the institution and it will also ensure that the institution will become a most preferred higher education institution in the Country by 2030.

Managing Trustee's Foreword



The aim of higher education in India is to provide access, equity, and quality education to all the aspirants with transparency and accountability so as to ensure sustainable economic development of the nation. It is achieved through creation, transmission and dissemination of knowledge. M.Kumarasamy Health and Educational Trust, Karur has been contributing to the national development by providing education to the masses through facilities at all the institutes under its aegis since its inception in 1998.

M.Kumarasamy College of Engineering (Autonomous), Karur is the professional institutes of the Trust started in the year 2000. The institute within a span of two decades has earned a repute of a college having student-centric and technology-driven learning environment that fosters budding aspirants to become confident and competent engineering professionals.

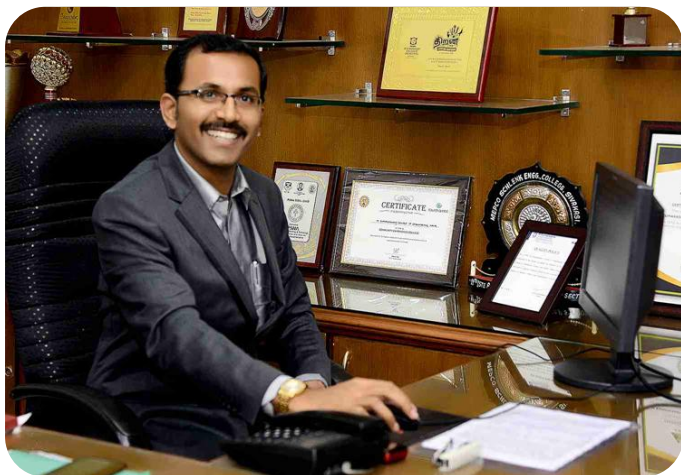
The tenets of this Strategic Plan 2021-2026 are driven by the institute's core principles of developing human resources to serve the region, recognizing teaching as a unifying activity, nurturing integrity, creativity and academic freedom and retaining a willingness to experiment with new paradigms. The Plan 2021-2026 has been thought through well, and keeping in mind the college's robust ecosystem and dedicated team, I am confident that MKCE will make rapid progress towards achieving its vision of becoming an University by 2030.

Dr. K.Ramakrishnan

Managing Trustee,

M.Kumarasamy Health and Educational Trust,
Karur, Tamil Nadu.

Principal's Perspective



M.Kumarasamy College of Engineering (Autonomous), Karur is a premier institute in the state of Tamil Nadu established and started in the year 2000, under the auspices of M.Kumarasamy Health and Educational Trust, Karur. The college engage its students in a different learning experience by providing the conventional teaching methodology strongly supported by the state-of-the-art education technology.

The Strategic Plan 2021-2026 has been developed in the context of the capacity expansion of the Institute as mandated by the AICTE norms. Given this setting, the broad objectives for the next spell are clear before us. These include the creation of the requisite infrastructure for the expansion, increasing the faculty strength and increasing the number of research activities and the research output. These goals have been formulated in a manner that builds on the strengths of the institute and the aspirations of the faculty, staff and students.

The vision for MKCE laid out by Strategic Plan 2021-2026 is to be in the top 10 private institutes, by being a regional leader in research and education, which will benefit society around us and the environment. The key pillars that will help the institute achieve this vision are course programmes, research, engagement with industry and entrepreneurial activity. True to its vision statement, the college aims to consistently provide and sustain an invigorating work environment that fosters a culture of excellence, innovation and entrepreneurship.

Dr. N.Ramesh Babu

Principal,

M.Kumarasamy College of Engineering,
Karur, Tamil Nadu.


STRATEGIC PLAN 2021-2026

Vision:

To become a globally recognised institution committed to excellence in education, research, innovation and societal contribution.

Mission:

To provide student-centred learning, foster innovation and entrepreneurship, strengthen industry-academia collaborations, and build a culture of continuous improvement and inclusive growth.

Prepared by	Verified by
Signature: <i>Juy 18/11/2021</i> Name: <i>Dr. L. GURUPRASAD</i> Designation: <i>IAAC co-ordinator</i> Date: <i>18/11/2021</i>	Signature: <i>[Signature] 18/11/21</i> Name: <i>Dr. J. Uma</i> Designation: <i>Professor</i> Date: <i>18/11/2021</i>
<p style="text-align: center;">Approved by</p> <div style="text-align: center;">  The Principal </div>	

PRINCIPAL
M. Kumarasamy College of Engineering,
THALAVAPALAYAM,
KARUR - 639 113.



DETAILED STRATEGIC FOCUS & ACTIONS

1. Teaching–Learning Environment

Strategic Intent: Cultivate a dynamic, inclusive, technology-enabled learning ecosystem that prepares students for domain expertise, innovation and employability.

Key Strategic Actions:

- Review and redesign curricula to incorporate interdisciplinary, skill-based, and outcome-oriented programmes, aligning with the National Education Policy 2020.
- Adopt blended and flipped-classroom pedagogies, integrate value-added and certification courses (e.g., online, MOOC, industry-led), language and communication skill training.
- Upgrade digital infrastructure: Learning management systems, e-content, smart classrooms, virtual labs, simulation tools.
- Introduce experiential learning: internships, live industry projects, student research, entrepreneurship tasks embedded in the curriculum.
- Strengthen mentor–mentee systems, remedial support for differently-abled or underserved students to promote inclusivity.
- Establish a feedback & analytics system: student-faculty feedback, learning outcome mapping, progression tracking and continuous improvement loops.

2. Research and Consultancy

Strategic Intent: Develop a robust research and innovation ecosystem enabling faculty and students to engage in high-impact scholarship, patents, industry-consultancy and societal innovation.

Key Strategic Actions:

- Build and support interdisciplinary research centres and collaboration nodes with industry and national/international institutions.
- Foster patent generation, prototype development, technology transfer mechanisms and startup incubation support.
- Strengthen external funding acquisition: national & international grants, consultancy commissions, industry-sponsored projects.
- Encourage student involvement in research—undergraduate research, publication, conference participation, innovation feats.
- Monitor research output, citations, impact measures, and develop institutional dashboards for research performance.

3. Decentralised & Transparent Administration

Strategic Intent: Build governance and administrative systems that are participative, data-driven, transparent and agile, supporting institutional growth.

Key Strategic Actions:

- Delegate decision-making through empowered statutory committees (academic council, research board, IQAC, finance, administration).
- Implement digital governance: online faculty service book, e-workflows, dashboards for key metrics, archival and retrieval systems.
- Publish Standard Operating Procedures (SOPs), guidelines for recruitment, appraisal, grievance redressal, resource allocation.
- Conduct periodic academic & administrative audits, verified by external agencies, to promote accountability and continuous improvement.
- Engage stakeholders (students, faculty, staff, alumni, industry) regularly through feedback mechanisms and participative governance.

4. Faculty Development

Strategic Intent: Cultivate a faculty body that excels in teaching, research, innovation and leadership, thereby driving institutional excellence.

Key Strategic Actions:

- Conduct periodic Faculty Development Programmes (FDPs), workshops, seminars on pedagogy, emerging technologies, research methodologies.
- Encourage faculty to engage in national/international conferences, research collaborations, exchange programmes.
- Establish recognition and reward frameworks for teaching excellence, research achievements, professional service.
- Incorporate career-development policies: mentoring for junior faculty, leadership training, clear promotion pathways.
- Promote academic mobility: sabbaticals, industrial exposure, inter-institutional visits, to enhance faculty competence and global exposure.

5. Accreditation, Ranking & Quality Assurance

Strategic Intent: Ensure sustained institutional quality, benchmarking and recognition through accreditation, national/international rankings and continuous improvement.

Key Strategic Actions:

- Form a dedicated Accreditation & Rankings Task Force to monitor parameters of bodies such as National Assessment and Accreditation Council (NAAC), National Board of Accreditation (NBA), National Institutional Ranking Framework (NIRF) and global ranking frameworks.
- Conduct gap-analysis annually for accreditation criteria, prepare documentation, conduct mock visits and internal audits.
- Benchmark against leading institutions—map performance against indicators such as teaching-learning, research, infrastructure, placements, internationalisation.
- Undertake branding and marketing of accreditation successes, rankings, to enhance perception and attract quality students/faculty/collaborations.

6. Institutional Perception & Brand

Strategic Intent: Enhance the institution's reputation, stakeholder trust, industry relevance and global visibility through partnerships, student success, outreach and branding.

Key Strategic Actions:

- Strengthen alumni network and engagement: mentoring, placements, fundraising, advocacy.
- Expand industry-academy collaborations: internships, live projects, placements, advisory boards.
- Promote internationalisation: MoUs with global universities, student/faculty exchange, foreign student recruitment, joint programmes.
- Implement community outreach and social responsibility initiatives aligning with Sustainable Development Goals (SDGs) to strengthen societal impact and institutional image.
- Leverage digital and media communication: highlight successes, research breakthroughs, student achievements, startup ventures.

MONITORING, REVIEW & GOVERNANCE MECHANISMS

- A **Strategic Implementation Committee (SIC)** chaired by the Principal (or equivalent) with representatives from each functional objective area, supported by IQAC, Research & IEDC cells.
- Quarterly reviews: progress reports against strategic action items, risk register, corrective action tracking.
- Bi-annual internal audits (academic & administrative) and an annual external review.
- Dashboard of key performance indicators (KPIs) aligned with each objective.
- Mid-term strategic review by the Governing Body in Year 3 (2024-25) to assess course-corrections.
- Annual report to Governing Body summarising progress, gaps, resource requirements and next-year outlook.

RESOURCE & INFRASTRUCTURE ALIGNMENT

- Ensure budgets, human resources, physical infrastructure (labs, smart classrooms, digital library, incubation centre) are aligned with strategic actions rather than ad-hoc expansions.
- Link annual budget planning (APP) with this Strategic Plan: each objective must map to resource allocation, responsible unit, timeline and expected outcome.
- Encourage revenue diversification: consultancy, continuing education, online certificate programmes, industry sponsorships.
- Develop infrastructure road-map: e-governance systems, green campus initiatives, research centres, international collaboration facilities.

IMPLEMENTATION TIMELINE SPECIFICATIONS

(Note: The plan spans 2021-2026. For each objective, actions should be sequenced as: initial foundation phase → growth phase → consolidation & benchmarking phase.)

- **2021-22:** Foundation – curriculum review, governance system set-up, digital infrastructure start, faculty development baseline.
- **2022-24:** Growth – expansion of research centres, internships, industry linkages, accreditation readiness.
- **2024-26:** Consolidation & benchmarking – demonstrate outcomes, national/international rankings, global collaborations, sustained research/innovation ecosystem.

LINKING TO ANNUAL PERSPECTIVE PLAN (APP)

- The Strategic Plan serves as the overarching framework; the APP for each year will detail *what actions, who is responsible, by when, with what resource, expected output*.
- Each APP item should map clearly to one or more of the strategic objectives above, and also map to the benchmarking indicators drawn from peer institutions.
- Use this Strategic Plan as the anchor document; APP becomes the operational roadmap.



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