

SETHU INSTITUTE OF TECHNOLOGY

(An Autonomous Institution | Accredited By NAAC with 'A++' Grade)

Strategic Plan

(2022 - 2027)



Prepared By

Internal Quality Assurance Cell

(Updated - January 2025)

Preamble

Sethu Institute of Technology (SIT) was established in the year **1995** under the aegis of **Sethu Educational Trust**. SIT is an **Autonomous Institution** committed in providing quality technical education and fostering research and innovation.

The **Strategic Plan 2022-2027** outlines a transformative vision for SIT's future, positioning the institution as a **global leader in technical education, research, and societal impact**. This blueprint is designed to propel SIT into a **new era of academic and research excellence**, guided by an ethos of interdisciplinary collaboration, technological advancement, and societal relevance.

Our strategic priorities will focus on leveraging cutting-edge technologies to shape curricula that are not only aligned with industry needs but also forward-thinking. Through the establishment of new research centers, the expansion of global collaborations, and the creation of an entrepreneurial ecosystem, SIT is poised to produce leaders and innovators capable of solving complex global challenges.

At the core of this strategy is our commitment to providing a holistic learning environment—one that nurtures critical thinking, creativity, and ethical leadership.

Through this Strategic Plan, Sethu Institute of Technology reaffirms its vision of creating an intellectually stimulating, globally competitive, and socially responsible institution. We are poised to chart a course towards unparalleled excellence, impacting not just the lives of our students, but also the global community at large.

Institute - Vision

- To promote excellence in the technical education and scientific research for the benefit of the society.

Institute -Mission

- To provide quality technical education to fulfill the aspiration of the student and to meet the needs of the Industry.
- To provide holistic learning ambience.
- To impart skills leading to employability and entrepreneurship.
- To establish effective linkage with Industries.
- To promote Research and Development activities.
- To offer services for the development of society through Education and Technology.

Core Values

- **Quality:** Striving for excellence in all institutional activities.
- **Commitment:** Dedication to the holistic development of students.
- **Innovation:** Encouraging creativity and forward-thinking.
- **Teamwork:** Fostering collaboration across stakeholders.
- **Courtesy:** Promoting respect and integrity in all interactions.

Institutional Accreditations and Recognitions

NAAC Accreditation:

- 2016: Accredited with 'A' Grade (3.1 out of 4.0 CGPA), reflecting the institution's commitment to quality education and management.
- 2023: Secured 'A++' Grade (3.54 out of 4.0 CGPA), signifying a remarkable improvement in the quality of academic and administrative processes.

NBA Accreditation:

- Many programs have been accredited by the National Board of Accreditation (NBA) from 2006 onwards, demonstrating its compliance with national quality standards in technical education.

UGC Autonomy:

- Autonomous Status: SIT was granted autonomy by the UGC in 2012, confirmed by Anna University in 2013, and has been extended periodically, allowing the institute to design a dynamic and industry-relevant curriculum.
- Awarded UGC Autonomous status in 2012, and renewed in 2018 and again in 2024 for a 10-year period, this autonomy allows SIT to design its curriculum, promoting innovative and globally competitive education.
- Accorded 2(f) and 12(B) status by UGC(2010,2014)

Anna University Affiliation:

- Permanent affiliation has been granted for prominent engineering programs

DSIR Recognition:

- SIT was recognized as a Scientific and Industrial Research Organization (SIRO) by the Department of Scientific and Industrial Research (DSIR), Ministry of Science and Technology, Government of India, in April 2016. This prestigious recognition allows the institute to foster an innovation-driven research environment and attract industry-sponsored projects.

SWOC Analysis

Strengths

Rewards and recognition

- 6 UG and 4 PG programmes are NBA Accredited under Washington Accord. Few more in pipeline.
- 9 Programs Permanently Affiliated by Anna University.
- Accredited by NAAC with A++ Grade.
- Conferred Autonomous status since 2012.
- Ranked AAA (2024), AA+ (2023, 2021), reflecting its status as a preferred destination for engineering education.
- NITI Aayog National Sustainability Impact Innovation Ranking (2023-24): Rated as Band-Performer.
- Consistently ranks among top engineering institutions, with Dataquest listing SIT at 89th (2024) and India Today at 269th (2024).

Management and Administration

- A highly supportive and motivated management.
- Autonomy in Administration with empowerment at different levels.
- Transparent and systematic functioning.
- Financial strength and stability.
- Financial Assistance for Staffs and deserving students.

Academics

- Autonomous status giving freedom and flexibility in academic and related matters.
- Broad range of programmes at the UG and PG level.

Faculty and Students

- Highly qualified & experienced faculty with high retention rate.
- Highly skilled supporting staff.
- Good admission percentage.
- Good Placement in reputed organizations.

Infrastructure and Environment

- A sprawling campus of 132 Acres.
- State of Art Labs.
- ICT enabled class rooms.
- A conducive learning environment in a serene, clean and green campus.
- Continuous up gradation of academic, research and welfare facilities.
- Excellent facilities for co-curricular and extra-curricular activities.

Industry Focus / Research

- Dynamic value added courses to meet the changing requirements of the industry.
- Good tie-up with industries, MoUs, resulting in higher internship.
- Funded projects from various Government agencies.
- Improvement in publications in quality journals and citations.
- Nurturing Innovation through Institution Innovation Cell.

Community Linkage

- Good community Linkage through various Clubs & Cells.
- Scholarship for Sethu Merit Exam toppers, Girls Students and sports person.
- Talent show and Sports fest organized to exhibit the talents of school children.
- Forums for the benefit of less privileged community.

Weaknesses

- Location Disadvantage (Rural).
- Communication skills of students due to diversity lacuna.
- Lack of sponsored research laboratories from industries and Govt. organizations.
- Limited Tie-ups with foreign universities.

Opportunities

- Acquiring Deemed to be the University status for academic and research.
- Leveraging technology for societal cause.
- Leveraging the membership of professional and industry bodies.
- Entrepreneurship development through student-faculty entrepreneur development schemes, IPR and patenting project / research outcomes.
- Leveraging Alumni Strength.
- Avenues for higher education and competitive examinations.
- Design and deployment of e-content for reputed platforms like SWAYAM.
- Student faculty exchange programme with Foreign and National Universities.
- Extending the in-house software development activities.
- Freedom to introduce new curriculum and examination system.
- Establishing partnership with Industries.
- Improved contact with institutions of repute to improve teaching learning process.

Challenges

- Declining charm of Engineering education, Fluctuating market conditions for employment.
- Fast changing requirements and expectations of industries.
- Promotion of 'Entrepreneurship' culture among students.



Strategic Goals

- Goal 1. Achieve Academic Excellence
- Goal 2. Strengthen Research Leadership
- Goal 3. Global Collaborations and Outreach
- Goal 4. Sustainability and Societal Impact
- Goal 5. Perception Management

Strategic Objectives

Objectives for Goal 1: Achieve Academic Excellence

- a. Offer multidisciplinary & introduce interdisciplinary programs.
- b. Promote OBE & QA initiatives
- c. Ensuring faculty competency.
- d. Implement Academic Bank of Credits (ABC).
- e. Promote Institution as nationally acclaimed Deemed-to-be University.

Objectives for Goal 2: Strengthen Research Leadership

- a. Promote multidisciplinary & collaborative research.
- b. Enhance sponsored research.
- c. Promote innovation & start-ups.
- d. Establish Research Centres of Excellence.

Objectives for Goal 3: Global Collaborations and Outreach

- a. Offer programs to integrate vocational education.
- b. Offer self-development courses.
- c. Collaborate globally for education.
- d. Industry partnerships for mutual benefit.

Objectives for Goal 4: Sustainability and Societal Impact

- a. Promote community engagement & service.
- b. Promote community service projects.

Objectives for Goal 5: Perception Management

- a. Align stakeholder expectations.
- b. Consistent transparency
- c. Leveraging Media Influence

Master KPI and Target Framework

Goal	Strategic Objective	Measurable KPIs	Target
Goal 1: Achieve Academic Excellence	a. Offer multidisciplinary & introduce interdisciplinary programs	<ul style="list-style-type: none"> No. of focus areas identified No. of multidisciplinary electives/program 	≥2 focus areas 3 electives
	b. Promote OBE & QA initiatives	<ul style="list-style-type: none"> % of courses mapped to CO-PO Attainment level of CO-PO Internal audit frequency 	100% mapped ≥70% attainment 1/semester
	c. Ensure faculty competency	<ul style="list-style-type: none"> % of faculty with PhD No. of FDPs/year/faculty Avg. student feedback on teaching 	≥40% PhD ≥2 FDPs ≥4/5
	d. Implement Academic Bank of Credits (ABC)	<ul style="list-style-type: none"> % of students enrolled in ABC No. of courses in ABC portal 	≥50% students ≥5 courses
	e. Promote Institution as nationally acclaimed Deemed-to-be University	<ul style="list-style-type: none"> NAAC CGPA No. of NBA-accredited programs NIRF rank bracket 	≥3.51 CGPA ≥70% programs Top 200
Goal 2: Strengthen Research Leadership	a. Promote multidisciplinary & collaborative research	<ul style="list-style-type: none"> No. of interdepartmental projects/program Joint publications with external partners 	≥2 projects ≥2 papers
	b. Enhance sponsored research	<ul style="list-style-type: none"> Funded research projects/program Sponsored research funding amount 	≥1 projects ₹5L/program
	c. Promote innovation & start-ups	<ul style="list-style-type: none"> No. of patents filed No. of student/faculty startups incubated 	≥2 patents ≥1 startup
	d. Establish Research Centres of Excellence	<ul style="list-style-type: none"> No. of Research Centres 	≥70% programs



Goal	Strategic Objective	Measurable KPIs	Target
Goal 3: Global Collaborations & Outreach	a. Offer programs to integrate vocational education	<ul style="list-style-type: none"> No. of vocational courses % students completing skill certifications 	≥2 courses ≥30% students
	b. Offer self-development courses	<ul style="list-style-type: none"> No. of value-added courses/program No. of students earning entrepreneurship certificates 	≥2 courses ≥20% students
	c. Collaborate globally for education	<ul style="list-style-type: none"> No. of MoUs with MNCs Student/faculty exchange programs 	≥1 MoU ≥1 exchange
	d. Industry partnerships for mutual benefit	<ul style="list-style-type: none"> No. of active industry MoUs/program % students with internships 	≥2 MoUs ≥80% students
Goal 4: Sustainability & Societal Impact	a. Promote community engagement & service	<ul style="list-style-type: none"> No. of outreach programs/year % student participation in NSS/Clubs 	≥2 programs ≥50% students
	b. Promote community service projects	<ul style="list-style-type: none"> No. of social impact projects/program 	≥3
Goal 5: Perception Management	a. Align stakeholder expectations	<ul style="list-style-type: none"> No. of Parent/ Alumni meets/year Stakeholder involvements 	≥2 meets ≥2 process
	b. Consistent transparency	<ul style="list-style-type: none"> IQAC/ Accreditation reports published/year 	≥2 reports
	c. Leverage media influence	<ul style="list-style-type: none"> No. of press releases/social media features/year 	≥10