

Strategic Development and Deployment



REGENT GROUP OF INSTITUTIONS




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ACKNOWLEDGEMENTS

It's encouraging to learn that every trustee of the Regent Education and Research Foundation Group of Institution Group of Institutions supports intensifying efforts to create novel strategies for the college's long-term expansion. It is an admirable accomplishment that the trustees and committee members worked together to create the strategic growth plan.

The commitment and dedication shown by the trustees and committee members in formulating strategic strategies have evidently contributed to the successful completion of the document with such comprehensive information. The active involvement of the Board of Governors and Academic Council in overseeing the process has further facilitated the timely completion of the plan, and their dedication to providing essential information is appreciated and acknowledged.

The cooperative and helpful manner in which the material was provided reflects a positive attitude and a shared sense of purpose, which undoubtedly streamlined the completion of the assignment. It's clear that everyone's contributions have been vital in shaping the strategic development plan and driving the institution towards its long-term growth goals.




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Regent Education and Research Foundation Group of Institution

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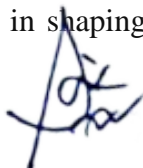
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Introduction

Regent Education and Research Foundation Group of Institution Group of Institutions (RERFGI) was established in 2009 by Regent Education and Research Foundation Group of Institution. This institution dedicated to provide top-quality technical education with the motto of caring students for their future goals and aspirations. Initially the Institute started with five B.Tech courses i.e. Computer Science and Engineering (CSE), Electronics and Communication Engineering (ECE), Electrical Engineering (EE), Electrical and Electronics Engineering (EEE) and Civil Engineering (CE). Over the course of the past fourteen years, the institute has experienced significant growth, expanding its initial intake of 360 students to 420 for undergraduate courses with the successful addition of one UG course viz Mechanical Engineering and two Diploma/Polytechnic courses viz. Electrical Engineering (DEE) and Civil Engineering (DCE) with an intake of 120 students. Additionally, two postgraduate courses- Master in Computer Application (MCA), Master in Business Administration (MBA) have been introduced, allowing for a total intake of 120 students in those PG programs. All the courses are approved by AICTE, Govt. of India and affiliated to Maulana Abul Kalam Azad University of Technology (MAKAUT), previously known as West Bengal University of Technology (WBUT), Govt. of West Bengal. Strategically located in the industrial hub of Barrackpore, the institute enjoys convenient connectivity via road, railway, and close proximity to Kolkata International Airport, Howrah, Sealdah, and Kolkata railway stations, which serve as gateways to the city of joy. The campus is encompassed by lush green surroundings, meticulously maintained landscapes, and gardens that provide a refreshing environment for both students and teachers. With a strong emphasis on eco-friendliness and pollution-free surroundings, the entire campus is designated as smoke-free and plastic-free.

The college holds a steadfast commitment to the holistic development of its students, aiming to nurture them into responsible citizens. To achieve this, various Committee(s)/Club(s) such as the NSS (National Service Scheme), Internal Complaint Committee (earlier Women's Cell), SC/ST Committee, Minority Committee, Yoga, Self Defence for women etc. organize awareness and sensitization programs on diverse social issues. Moreover, they actively encourage students to participate in outreach programs. The Institution's Innovation Council (IIC) of Regent Education and Research Foundation Group of Institution plays a crucial role to systematically foster the culture of innovation and start-up ecosystem. RERF IIC Cell provides a platform for students to explore their entrepreneurial aspirations, organizes workshops/seminars, and competitions that promote entrepreneurial skills, business planning, and pitch presentations to learn about the intricacies of running a business, and connect with industry experts and successful entrepreneurs. It plays a vital role in shaping future



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entrepreneurs and contributing to the growth and development of the economy and two new startups namely Career and Courses and School Dekho have started their operations.

Courses offered at RERFGI


Eight departments offer, Six UG programs and two PG programs. The faculty strength of the college is distributed in the following cadres:

- Principal
- Dean
- Registrar
- Deputy Registrars
- Professor
- Associate Professor
- Assistant Professor

Approved intake for the UG program is 420. For the PG program, including MCA and MBA, the sanctioned intake is 60 each.


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Sl No	Department	Faculty strength	Program	Approved intake	Students admitted in 2022
1	Department of Electrical Engineering	9	B Tech in Electrical Engineering	60	71
2	Department of Computer Science	9	B Tech in Computer Sciences Engineering	60	53
3	Department of Electrical and Electronics Engineering	9	B Tech in Electrical and Electronics Engineering	60	55
4	Department of Electronics and Communication	9	B. Tech in Electronics and Communication Engineering	60	63
5	Department of Mechanical Engineering	10	B.Tech – Mechanical Engineering	60	65
6	Department of Civil Engineering	18	B.Tech in Civil Engineering	120	19
7	Department of Computer Applications	6	Masters in Computer Applications	60	43
8	Department of Business Management	6	Master's in Business Administration	60	53


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Further details of the courses and student admission are given in Table 1.

The development of vision and mission statements is an essential part of the strategic management procedure. Having clearly defined the vision and mission of the organization, strategic plan can be executed, monitored and evaluated. The outcome of the evaluation will determine whether any revision of the vision statement, mission statement, objectives or operational strategy is required.

Regent Education and Research Foundation Group of Institution Group of Institution, which already has a well-versed Vision and Mission, recognized the requirement of an updated developmental plan. Though it was tough time for all, the pandemic tested and now widely accepted, the technology driven learning. In the process, the institutions became capable of delivering the lecture classes online. It became a practice to mix the online and offline modes of course delivery to the students.

The first two years is termed as short term from 2018-19. Medium term is defined for the period from 2019-2023 and long term from 2023 to 2030. The existing exercise attained numerous milestones which encompassed evaluation of the Vision and Mission statements, Goal formation (Short Term, Medium Term and Long term) SWOC/SWOT /SWOT Analysis, Strategic Plan development from SWOC/SWOT /SWOT analysis.

2. Approach

The Developmental Plan was carried out in four phases.

Phase I: Review of Vision and Mission and revisiting the Goals and Objectives


Phase II: SWOC/SWOT /SWOT Elements

Phase III: SWOC/SWOT /SWOT Analysis

Phase IV: Developing strategy according to SWOC/SWOT /SWOT Analysis.

3. Phase I outcomes

The roadmap for the preparation of a strategic development plan is presented to the participants followed by an analysis of the vision and mission statements. The vision and mission statements stated along with the strategies developed in 2018 are retained as they are still relevant. It also fulfilled the aim in setting Goals and Objectives. The participants who are representatives from various departments contributed in the activity of forming the Goals and Objectives and a set of Goals and Objectives that are of significance and relevance were listed.



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Vision:

In essence, the RERF Group of Institutions envisions an education that goes beyond traditional boundaries. It seeks to empower individuals with a well-rounded education that not only equips them with technical skills but also nurtures a strong ethical compass. This approach is aimed at creating professionals who are not only successful in their careers but are also committed to making meaningful contributions towards personal growth and national advancement. By embracing research, outreach, and service, the institution aims to foster positive change on a larger scale and play a role in shaping a better global society.

“To developed a centre of excellence in technical education, endorsing research and fetching out professionals with social assurance proficiency of putting up to national prosperity.”,

Mission:

The college has provided its mission statement, which expressly states its steadfast dedication to achieving the vision of the Regent Education and Research Foundation Group of Institutions.

- To foster a favourable learning atmosphere through continuous enhancement.
- Dignified to progress and implement co-curricular, research activities that cooperatively address difficulties, resources and prospects of the area, the state, the nation and world at large
- To spark the intellects of the students to explore their individuality, adapt, and acknowledge diversity.
- To equip the learners with a mature mind and heart, proficient in critical thinking, innovation, and experimentation, which empower them to become leaders
- To support students in building meaningful careers by enhancing their employability aptitudes and to nurture among the students the passion for exploration, creativity, and enterprise.
- To enable the students and faculties with the means of knowledge creation and promote their self-sufficiency.

Goals and Objectives

Short term goals and objectives


An accredited engineering educational institution

Objectives

- To develop a digital documentation system.
- To participate in the institutional ranking process.

Medium term goals and objectives


- To get NAAC accreditation in Cycle 2
- To maintain ISO certification.


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- Sustainable clean campus.
- Adapt state-of-the-art teaching learning process.
- Enhance placements in core areas.
- Research culture in faculty and students.
- Strong linkages with industry.
- Industry-acceptable competence for students.
- Students who are responsible to the society.
- Well-qualified and competent faculty members.
- Have a caring alumni network.

Objectives

- To engage in collaborative research with the leading research institutions
- To develop entrepreneurship culture among students.
- To improvise the solar energy and rainwater harvesting.
- To efficiently manage waste generation and disposal.
- To make use of ICT tools in teaching and learning in a major way.
- To enhance Institution's Innovation Council (IIC)
- To make learning materials digitally available to the students.
- To make students successful in GATE, SSC, JE, WBSEDCL, Bank, PO and similar competitive examinations.
- To organize national conferences and seminars to evince research interest.
- To mobilize funds in support of research activities.
- To activate a research community in the College.
- To introduce faculty exchange programs with leading educational institutions in India and abroad.
- To continue organizing Faculty Development Programs.
- To collaborate with industries and sign MoUs.
- To organize talks by industry experts regularly.
- To ensure internships and industrial visits for student development.
- To enhance activities of the student chapters of the professional bodies in engineering and technology.
- To encourage the activities of NSS unit in the College.
- To encourage students to take up socially relevant project works.
- To introduce mentorship and to make students responsible to the society.
- To encourage faculty to acquire doctorate degrees through research.
- To encourage faculty to take up sponsored research projects.
- To improve alumni interactions.


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Long term goals and objectives

- To start UG & PG programs in emerging areas.
- To undertake external funded projects in emerging areas from state and central funding agency.
- To provide adequate infrastructure facilities in the "Centres of excellence"
- To upgrade library to meet the requirements of the Centres of Excellence

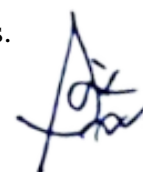
4. Phase II Outcomes

The next phase included SWOC/SWOT Element. SWOC/SWOT Element started with identifying the Strengths, Weaknesses, Opportunities and challenges/Threats of the institution. The Strengths and Weaknesses are internal to the institution and can be controlled by the institution whereas Opportunities and Challenges are external to the institution and hence not under the control of the institution. The SWOC/SWOT elements and the analysis lead in the formulation of strategies.

Strength, Weakness, Opportunity and Challenges (SWOC/SWOT)

Institutional Strength:

- Effective Management, Academics, Administration that adhere to the tenets of decentralization and collaboration with all involved parties.
- Wi-fi enabled campus with 24x7 CCTV surveillance
- Modern ICT enabled and smart classrooms
- Well-equipped Learning Resource center with large collection of updated books, journals, newspapers, and e-journals.
- Zero fee charged on all books. Free books facilities for all the students throughout the life.
- Fully furnished state-of-the-art laboratories for both undergraduate and postgraduate students.
- Prioritize students' involvement in diverse co-curricular and extra-curricular activities.
- Recognition Program for top achievers in sports, and other extra-curricular activities.
- Dynamic Alumni Association focuses on entrepreneurship.
- Competent and Experienced faculties—A good no. of the teaching staff possess more than 10 years of teaching experience. Additionally, faculty members include experts from reputed industries and research organizations.
- Consistent incorporation of meditation and Yoga practices.
- Ensures a secure campus environment, free from external influences.
- Maintains Green and an environmentally sustainable and plastic-free campus.
- An active Career guidance and placement cell, offering training for improved employability and campus placement opportunities.
- Established Memorandums of Understanding (MOUs) with industries to facilitate hands-on training for the students.
- Tuition fee waivers for economically backward meritorious students.




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- State aided Scholarships to the meritorious students (5-6 Crore approx. per year in the past two consecutive years).
- Our campus is a pollution free zone and it is near about 5 km from Barrackpore railway station.

Weaknesses:

- The college is associated with Maulana Abul Kalam Azad University of Technology (MAKAUT) and is obliged to abide by the curriculum set by the mentioned University, thus precluding any room for flexibility in curriculum design and delivery.
- The College currently offers two post-graduate courses, and it should prioritize expanding its post-graduate offerings and can cater to a broader range of academic interests and provide more advanced educational opportunities to students pursuing higher studies.
- Need to improve placements in core companies.
- There is a limited number of industries and R&D organizations in close proximity to the institution.
- Fostering academic partnerships with international universities is highly desirable.
- A number of approved seats (1st-year admissions) remain vacant due to limited candidates for the state-level entrance examination. Nevertheless, all these vacant seats have been filled through lateral entry mode.


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Opportunities:

- The scheme 'Earn while you learn' has the potential for extension and expansion, particularly by collaborating with start-up companies founded by the institution's alumni. This allows students to gain practical experience and earn an income while pursuing their studies, fostering a valuable connection between the alumni's entrepreneurial ventures and the current student body.
- The alumni can play a vital role in guiding and mentoring current students, sharing their experiences, and providing valuable insights into various career paths and the college can harness the expertise and experiences of its alumni to enhance the overall educational experience and professional development of its students, creating a supportive and well-connected educational ecosystem.
- Establishing itself as a prominent center for startups (i.e.a start-up hub) driven by engineering graduates.
- Strive to achieve “Education for all” which aims to ensure that individuals from all walks of life have equal opportunities to receive a decent education without being hindered by financial barriers. By supporting and achieving this goal, societies can empower their citizens, foster social mobility, and promote overall development and prosperity.
- Fostering collaborations and formalizing partnerships through Memorandums of Understanding (MOUs) with esteemed industries, government organizations, and agencies is a strategic approach to enhance industry-institute interaction. These collaborative efforts are geared towards strengthening placement activities for students and providing support and resources for entrepreneurial ventures. By working together, educational institutions and industry partners can create a symbiotic relationship that benefits both parties and promotes mutual growth and success.
- Establish faculty exchange initiatives with different national and international institutes
- Augment the count of doctoral studies (PhDs)
- Enhance the quality and frequency of publications in peer-reviewed journals.
- Introducing additional certificate programs to meet the surging demand for skilled professionals.
- Involve industry personnel from diverse domains for enhanced academic engagement.
- Identify appropriate funding opportunities in research organizations, government agencies, and central government bodies and sponsored research projects
- Emphasize the utilization of alternative and renewable energy (non-conventional) sources.
- Strengthening and expanding various community service initiatives, the institution is actively contributing to the overall progress and welfare of society. These efforts can be enlarged with a wide range of activities, such as volunteering programs, social outreach projects, environmental conservation initiatives, health awareness campaigns, and educational support for underprivileged communities with the aims to foster a positive impact on society and instil a sense of responsibility and empathy among its students, faculty, and staff.



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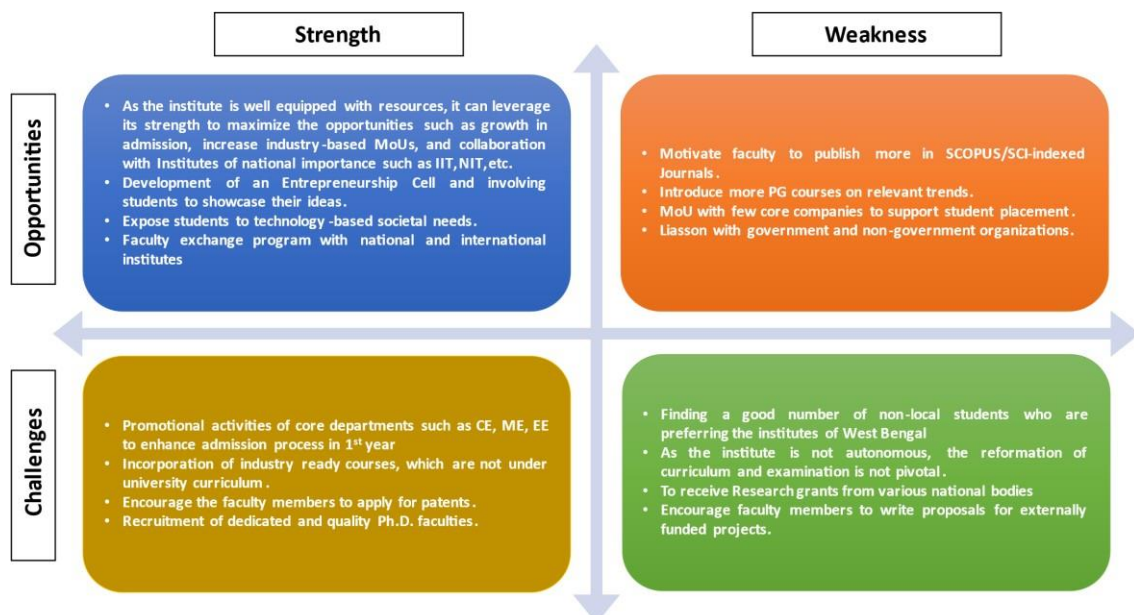
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Institutional Challenge:

- The employment prospects for graduates in the core areas such as Civil Engineering, Mechanical Engineering etc. have experienced a downturn and as a result the waning interest among students in core disciplines are on the rise.
- Now a days non-local students are not giving preference for admission in Kolkata and West Bengal
- A considerable number of students prefer to pursue admissions outside West Bengal
- The distance between Kolkata, the main city and the college, along with the associated transportation expenses, has a substantial influence on the enrolment of students.
- Keeping pace with the ongoing global advancements in curriculum design, pedagogy and research, characterized by rapid technological progress, the need to promptly adjust and adapt is increasingly challenging due to our institution is not autonomous body.
- There is a diminishing presence of dedicated and quality Ph.D faculty members with genuine enthusiasm for teaching.
- The funding generation for research projects becomes difficult owing to the structure of self-financing colleges.

5. Phase III Outcomes

This phase comprised of formulating SWOC/SWOT analysis, which designs in matrix form as follows.




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6. Phase IV Outcomes

The strategic plans are evolved from the SWOC/SWOT analysis as follows.

1. Strategic Plan according to SWOT Analysis:

- Identify our strengths, weaknesses, opportunities, and threats.
- Recognize student preferences and emerging trends.
- Understanding market needs.

2. Infrastructure and Facilities Enhancement:

- Invest in cutting-edge infrastructure, educational facilities equipped with the latest technology, and laboratories.
- Develop a modern library with digital resources.
- To encourage holistic development, create student-friendly leisure spaces and sports facilities.
- Create an ecosystem for startups.

3. Co-curriculum and Faculty Development:

- Develop industry-aligned, updated co-curricular activities like seminars, and conferences.
- Provide Industry oriented training.
- Recruit experienced senior faculty members with excellent of academic excellence and industry experience.
- Encourage faculty development through FDPs, workshops, seminars, and collaborations with industry experts.


4. Industry Partnerships and Internships:

- Forge partnerships with renowned industries and companies in West Bengal and pan India.
- Refurbish the Training and Placement Cell to facilitate industry exposure for students.
- Organize regular industry visits, guest lectures, and workshops to bridge the gap between academia and industry.
- Liaison with more emerging companies for internship.

5. Research and Innovation:

- Encourage faculty and students to engage in research work.
- Encourage faculty members for higher studies like PhD through grants and study leaves
- Promote collaboration with other academic institutions and research organizations.

6. Student Support and Development:



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- Implementation of strong mentorship programs to provide personalised guidance to students.
- Provide career counselling services to help the pupils to make informed choices.
- Offer skill development workshops, soft skills training, and personality enhancement programs.
- Identify the strong and weak students. Provide Remedial Evening Classes to the weak students and special training to the strong students for competitive examinations.
- Encourage students to participate in MOOCs.

7. Marketing and Branding:

- Develop a strong brand identity and online presence through a well-developed website and active social media channels.
- Launch marketing campaigns highlighting the institution's unique features and achievements.
- Engage with prospective students and parents through admission fairs, seminars, and outreach events.

8. Accreditation and Quality Assurance:

- Seek accreditation from relevant regulatory bodies to enhance credibility and recognition, such as NAAC.
- Establish IQAC to monitor and continuously improve the academics process.

9. Alumni Engagement:

- Create an alumni network.
- Organize alumni events, workshops, and lectures to foster a sense of belonging and facilitate knowledge sharing.

10. Community Engagement and Social Responsibility:

- Initiate community development projects and social initiatives to contribute to the welfare of the region.
- Collaborate with local authorities and industries for sustainable development programs.

11. Continuous Improvement and Feedback:

- Regularly gather feedback from students, faculty, industry partners, and other stakeholders.
- Use feedback to make necessary improvements to various aspects of the institution.
- Introduce Parent-Teacher Meetings on a regular basis.

12. Sustainability and Growth:

- Develop a long-term financial sustainability plan to support continuous growth and expansion.
- Explore opportunities for launching new short-term and value-added courses/ workshops based on market demand and emerging trends.

13. Monitoring and Evaluation:


- Set up Academic Council and Departmental Advisory Committee to monitor the implementation of the strategic plan.
- Conduct periodic reviews and evaluations to measure progress and make data-driven adjustments.

Conclusion

Vision of strategic plan of Regent Education and Research Foundation Group of Institution encapsulates the aspiration to enhance itself by delivering the utmost quality education. This objective is pursued through the utilization of advancing knowledge obtained from research conducted by accomplished professionals. This approach is not solely focused on nurturing successful careers; it also seeks to cultivate individuals who make positive contributions to society, thereby fostering the growth of responsible and ethically minded citizens. The institution's Developmental Plan forms the bedrock for establishing specific goals, objectives, SWOT elements (Strengths, Weaknesses, Opportunities, Threats), and a Strategy Plan. All of these elements are meticulously designed to work in harmony toward achieving the envisioned success.

The Strategic Plan unfurls in a structured progression, divided into four distinct phases. Each phase actively involves the participation of representatives from within the institution. The Developmental Plan stands as the cornerstone upon which the creation of Goals, Objectives, SWOT elements, and the Strategy Plan is built. The process commences with Phase I, entailing a thorough review of the institution's Vision and Mission Statements. This introspective phase is followed by the formulation of concrete Goals and Objectives in Phase II. Moving to Phase III, the institution undertakes a comprehensive SWOC/SWOT (Strengths, Weaknesses, Opportunities, Challenges) analysis, providing insights into its internal strengths and weaknesses, as well as external opportunities and challenges. The culmination of this process occurs in Phase IV, where strategies are meticulously developed based on the discerning insights gleaned from the SWOT Analysis.

At its core, the main objective of this assignment is to conduct a meticulous SWOC/SWOT analysis and subsequently formulate strategies in alignment with the document's contents. The ultimate aim of the Developmental Plan is to furnish a strategic orientation that lays the path for achieving success in the realm of education. By adeptly implementing strategies derived from the SWOC/SWOT analysis, the institution endeavors to attain its desired outcomes and flourish within the competitive educational landscape. This comprehensive approach, blending vision, strategy, is poised to guide the institution toward a future of educational excellence and societal impact.



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