



# AVANTHI INSTITUTE OF ENGINEERING AND TECHNOLOGY (Autonomous)

Ph : 08932-222382  
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Cell : 98666 64636

(Approved by AICTE, Permanently Affiliated to JNTU - GV, Vizianagaram  
and Recognised under 2 (f) & 12(b) by UGC, New Delhi.)

Tamaram, Makavarapalem, Narsipatnam Revenue Division, Anakapalle Dist. - 531 113.

✉ : principal\_aiet@yahoo.com 🌐 : www.avanthienggcollege.ac.in



**Dr. C.P.V.N.J.Mohan Rao, M.Tech., Ph.D., FIE**

Principal

## Strategic Planning and Institutional Development Plan

Strategic Planning plays a pivotal role in the successful realization of the Vision and Mission of AIETM . It is a continuous and dynamic process focused on achieving institutional goals in an increasingly competitive academic and professional environment. The Strategic Planning and Deployment Document (SPDD) is formulated based on a systematic analysis of existing challenges, emerging opportunities, and future aspirations, thereby defining the strategic direction for institutional growth and excellence.

The document begins with the articulation of the Vision, Mission, Core Values , and short-term and long-term institutional goals , which are developed through extensive stakeholder involvement and SWOC analysis . A comprehensive evaluation of the internal and external environment enables the institution to identify priority growth domains. Strategic goals and action plans are framed through collective deliberations involving the management, Heads of Departments, faculty members, and other stakeholders.

While formulating the strategic plan, due emphasis is laid on stakeholder participation, clear implementation mechanisms, continuous monitoring, and measurable performance indicators aligned with desired outcomes. The SPDD serves as a guiding framework for AIETM to achieve academic excellence and to produce professionally competent, ethically responsible, and socially committed engineers and managers.

## About AIETM

Avanti Institute of Engineering and Technology (AIETM) was established in 1999 with the objective of promoting social empowerment and becoming an institution of excellence in engineering education and research, and has been imparting quality education to students with the aim of bringing engineering education to the doorsteps of rural and semi-urban areas. It was started with 180 students in BTech Computer Science & Engineering, Electronics and Communication Engineering and Information Technology. The growth of the institution is reflected in the increase in the number of students, which currently stands at around 2800. AIETM has a magnificent permanent buildings with classrooms and laboratories. The institute is approved by AICTE and is permanently affiliated to Jawaharlal Nehru Technological University - Gurajada Vijayanagaram (JNTU-GV), Vijayanagaram. The institution is accredited by NAAC with a grade of 'A+' and is recognized under sections 2(f) and 12(b) of the UGC Act, 1956. In 2024, UGC, New Delhi has granted the conferment of fresh Autonomous status to “AVANTHI INSTITUTE OF ENGINEERING & TECHNOLOGY, MAKAVARAPALEM, Narsipatnam, Anakapalle district “ for a period of ten years i.e. from the academic year 2024-'25 to 2033-'34.



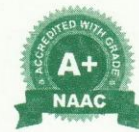
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AIETM has qualified and experienced faculty in all its departments. AIETM is a place where individuals are nurtured for their holistic development so that they can effectively contribute to a new and vibrant society in a new environment. This premier institution of higher learning offers quality teaching and learning programs that enable students to excel and become inspiring leaders in their chosen field of study to make a significant contribution to the nation. AIETM aims to bring awareness about the knowledge achieved to teach technology for further advancement and sow the seeds for better thinking, values and dreams of mankind. AIETM's environmentally friendly campus is home to architecturally impressive buildings that cater to all staff and student needs. The tree-lined walkways and lush green lawns interspersed with beautiful flowering shrubs soothe the viewer's gaze and create an ideal learning environment. At the same time, the campus offers all the amenities and high-tech facilities that modern college life has demanded in recent years. The campus is spread over an area of 31.23 acres with a built-up area of 18736.1 sq. ft. The institute is successfully managed under the leadership of Sri. M Srinivasa Rao, Founder President, Avanathi Educational Society, a vibrant personality in the field of education who has been running a network of institutes in the states of Andhra Pradesh and Telangana for the last 30 years. The college is maintaining healthy faculty student ratio. AIETM is among the best self-financing colleges in Andhra Pradesh and sets high standards in all areas of academic, extracurricular and educational activities. Hundreds of students from nearby villages and towns flock to the AIETM campus every morning to fulfill their dreams. It has become the best choice for any company looking to hire the best students with good technical and communication skills. Of course, it is the best choice for many parents who want to give their children to the safest and best academic environment. In 23 years, the institution has witnessed tremendous growth and development and currently admits 720 students in B.Tech courses with 6 specializations, 81 students in M.Tech courses with 5 specializations, 120 students in MBA, 120 students in MCA and 240 students in Diploma courses every year. Some of its key features are

- Established organisation with 23 years of proven experience
- Autonomous College
- Visionary management Autonomous College
- Successfully obtained NBA accreditation for four UG engineering programmes in two batches, 2009-'12 and 2014-17.
- Accredited with 'A+' with CGPA 3.32 by NAAC for five years in 2023
- Accredited with a 'B+' by NAAC for five years in 2017.
- Permanent affiliation to JNTUK, Kakinada, for three times.
- Permanent affiliation to JNTU-GV, Vijayanagaram, valid till 2023-'24.
- Recognised under Sections 2F and 12b of the UGC Act since 2013.
- ISO 9001:2015 quality management system certified institute. Valid until 2025
- Student participation in all academic, administrative and decision-making bodies.
- Participative working culture



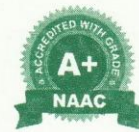
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- Infilibnet/Delnet facilities
- Experienced and competent faculty with an excellent retention rate
- Extension activities through the NSS unit
- NCC unit recognised by the Government of Andhra Pradesh
- Well settled alumni all over the globe
- Strong brand image in two Telugu states with a chain of 14 institutes
- Strong placement cell with an excellent placement record
- Impressive infrastructure
- ICT-enabled teaching facilities
- Residential facilities for Students and staff
  - Recognised as Chief Minister Centre of Excellence (CM-COE) by Government of Andhra Pradesh and providing Skill development centre to conduct training programs by Andhra Pradesh State Skill Development Centre.
- MoU with AP State Innovation Society -ITE&C department, Govt of Andhra Pradesh for initiating Startups and innovative projects.
- Institute is a life member of professional bodies viz., Institution of Engineers (IEI), Computer Society of India (CSI), Institution of Electronics and Telecommunication Engineers (IETE) and Institute of Electrical and Electronics Engineers (IEEE), Indian Society for Technical Education (ISTE) and running student branches actively involved in conducting respective professional body activities.
- Member Institution of Oracle Academy for trainings
- Member of Infosys Spring Board to enable students from early education to employment by enabling them on digital and supporting life skills.
- Member of Sales force Inc., offering training and certifications
- Member of Eduskills (Regional training partner of AICTE) to offer virtual internships for students and FDPs for faculty
- Member of CISCO academy to offer training and certifications
- Member of AWS (Amazon Web Services) to offer training on cloud computing, Advanced networking, Machine Learning and certifications
- CSS Corp Center of Excellence (COD) to offer training, internship and placements in the areas of Data Analytics, IOT and Cyber Security.

Our vision as a technical institution is to impart sophisticated engineering knowledge, focused research and sound personality development that help in the appropriate application of technology in shaping young minds into successful professionals. The institution continues to pursue its mission to • produce competent and highly motivated Engineers graduates

- evolve confident and enthusiastic professional with positive frame of mind
- impart quality education with industrial exposure and professional training
- exhort the spirit of professional beyond academic excellence

Some of the best practices implemented in the college regarding curricular aspects:

- Using extensive usage of ICT for teaching and learning.



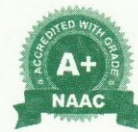
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- Improved computer and internet facilities for self-directed learning.
- Implementation of seminars from the first year onwards to improve communication and public speaking skills.
- Teaching of core subjects integrated into studies to improve analytical and problem-solving skills.
- Remedial lessons for academically weak and slow learners are also provided outside school hours.
- In order to improve the knowledge and skills of the students and to perform well in the campus, training courses for campus placement in English, Skills and Reasoning, Technical subjects, etc. are conducted for the students of Class III and IV outside the classroom.
- A helpdesk is available to assist students who are going for higher studies in India or abroad.
- Learning Management System (LMS)
- Extended Hours Laboratory
- Incentives for research achievements
- Incentives for student participation in professional events and activities of professional organisations
- Biometric system
- Wi-Fi enabled campus for high speed Internet access.

## **Vision**

To develop highly skilled professionals with ethics and human values

## **Mission**

To produce competent and highly motivated Engineers and Management professionals

To impart quality education with industrial exposure and professional training.

To instill self confidence among students which is an imperative pre requisite to face the challenges of life.

To exhort the spirit of professional beyond academic excellence

## **Objectives**

To promote an integral and holistic growth of young and inquiring minds.

To strengthen their confidence and competence to capably handle the emerging trends of their related fields.





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To empower them to face real life challenges.

To train them for employment and entrepreneurship.

## *Our Quality Policy*

To pursue global standards of excellence in all our endeavors namely teaching, research, consultancy and continuing education and to remain accountable in our core and support functions, through processes of self-evaluation and continuous improvement.

Technical excellence, ethics and human values are key parameters in the vision recognised by the Institution. The mission statement emphasises the need for expertise, industry exposure, dedication and professionalism, as well as holistic personal development to achieve the vision of the institution.

In order to realise its vision and mission, the College has a system-driven participatory governance where all stakeholders (students, staff, management, parents, alumni, employers and community representatives) are actively involved and accountable for its activities at different levels. The College's vision and mission are communicated to all stakeholders by displaying at the College's website, the Principal office, the HOD room, bulletin boards, the library, syllabus books and classrooms/laboratories. The Governing body, composed in accordance with the norms in vogue, oversees the management of the Institute and ensures the smooth functioning of the Institute. The Board meets regularly to review the activities of the institution and provide guidance for further improvement in relation to the vision, mission and strategic plan.

## Salient Features of AIETM

- NAAC accredited institution with a strong quality assurance framework
- Autonomous academic structure enabling curriculum flexibility and innovation
- Active participation in national rankings such as NIRF and Innovation Rankings
- Robust industry collaboration through MOUs and professional bodies
- Functional Institution's Innovation Council (IIC) and Entrepreneur Development Cell
- Well-established research ecosystem with IPR support and incubation facilities
- Green campus initiatives including renewable energy usage and sustainability practices
- Strong mentoring, counseling, and student support systems
- ICT-enabled classrooms, modern laboratories, and digital learning platforms
- Active NCC and NSS units and community engagement programs

## Core Values

- Commitment to education as a means of nation building
- Respect for students, faculty, and staff



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Gender equality and inclusiveness  
Professionalism with strong human and ethical values  
Team spirit and healthy competition  
Innovation, creativity, and continuous learning  
Integrity, patriotism, social responsibility, and communal harmony  
Respect for individual differences and dignity of labor

## SWOC Analysis

### Institutional Strengths

Advanced laboratory and infrastructure facilities  
Effective teaching–learning and mentoring systems  
Motivated and qualified faculty and staff  
Structured curriculum implementation and value-added courses  
Strong research support mechanisms and digital library resources  
ICT-enabled campus with high-speed connectivity  
Clean, green, and student-friendly campus environment

### Institutional Weaknesses

Limited interdisciplinary and postgraduate programs  
Need for increased externally funded research projects  
Scope for strengthening advanced software and research facilities

### Institutional Opportunities

Academic autonomy enabling curriculum innovation  
Expansion of research, consultancy, and industry collaboration  
Introduction of skill-based, multidisciplinary, and emerging technology programs  
National and international academic partnerships

### Institutional Challenges

Securing external funding for research and infrastructure  
Attracting and retaining experienced faculty  
Enhancing quality placements and research output

### Institutional Strategic Goals



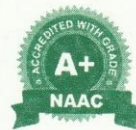
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1. Strengthening teaching–learning processes
2. Promoting participative leadership and governance
3. Establishing a robust Internal Quality Assurance System
4. Ensuring transparency and good governance
5. Enhancing student development and participation
6. Faculty and staff development and welfare
7. Strengthening financial sustainability
8. Enhancing institute–industry interaction
9. Promoting entrepreneurship and innovation
10. Encouraging research and development activities
11. Increasing internal revenue generation
12. Strengthening alumni interaction and outreach
13. Expanding community service and extension activities
14. Developing physical and digital infrastructure
15. Enhancing skill development and innovative practices
16. Strengthening professional body memberships and student chapters

Strategic Plan (2024–2029)

The Strategic Plan (2024–2029) focuses on:

Infrastructure expansion  
Academic excellence and curriculum innovation  
Research capacity enhancement  
Faculty strength and development  
Industry engagement and entrepreneurship  
Sustainable growth and societal impact

The plan is reviewed periodically by the Governing Body, senior faculty, and Heads of Departments to assess progress and ensure alignment with institutional vision and national priorities.

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