IMS ENGINEERING COLLEGE GHAZIABAD

NAAC Accredited & NBA Accredited Programme
Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow
Under the aegis of IMS Society, Ghaziabad

Vision & Mission

SWOT Analysis

Strategic Plan

IMS Engineering College, Ghaziabad

IMS Engineering College, Ghaziabad, a brain-child of IMS Society, has been continuously endeavouring to make its students technically skilled, innovative, behaviourally disciplined, and morally ethical to excel in the global corporate scenario.

IMS Engineering College, Ghaziabad is affiliated to Dr. A.P.J. Abdul Kalam Technical University, Lucknow, and is approved by All India Council for Technical Education, New Delhi. The college was established in 2002 and offers B.Tech courses in 8 disciplines of Engineering namely **Biotechnology, Computer Science, Computer Science and Engineering, Computer Science & Design, Computer Science & Engineering (AI & ML), Information Technology, Electronics** and **Communication Engineering and Mechanical Engineering**. At the post graduate level, the College offers **Master in Business Administration** and the **Master of Computer Applications** courses.

IMSEC is NAAC accredited for maintaining world-class quality in Education & Infrastructure and one of its courses, B.Tech. (Information Technology) is NBA accredited upto 2024. Highly experienced and dedicated faculty team, state-of-art laboratories, computer centres, learning resource centres and wholesome pedagogic skills/pedagogical techniques provide the students highly exciting and gainful opportunities to acquire knowledge and technical expertise necessary for grooming and orienting their creative young minds. IMSEC, is a TCS accredited college for Placements & Project activities.

IMSEC Ghaziabad is one of the top-notch Engineering colleges in North India, providing technical education and 100% employability prospects to its students. We are running successful research projects that are sponsored through various government funding agencies. We are associated with numerous industries of repute and have an excellent placement of students. We seek pride in our talented students who are actively involved in multiple research and innovation based activities. They have won many awards in technical innovation based competitions. Few of our students have become successful entrepreneurs and made us proud.

Vision

To make IMSEC an Institution of Excellence for empowering students through technical education coupled with incorporating values and developing engineering acumen for innovations and leadership skills for the betterment of society.

Mission

- To promote academic excellence by continuous learning in core and emerging Engineering areas using innovative teaching and learning methodologies.

- To inculcate values and ethics among the learners.

- To promote industry interactions and produce young entrepreneurs.

- To create a conducive learning and research environment for life-long learning to develop the students as technology leaders and entrepreneurs for addressing societal needs.

Planning Process

For the development of the *IMS Engineering College*, the institutional strategic plan comprising strength, weakness, opportunity, and challenges of the institute has been prepared in the following way:

The Director, Registrar, Deans of the Institute, all HoDs, and other stakeholders of the Institute had interactions extensively and arrived at the strategic analysis. The finalised strategic plan was shared with all faculty and staff members of the institute.

While preparing the strategic plan, the following factors were considered:

- o The existing infrastructure of the institute, including buildings, laboratories, equipment, workshop, library, hostel and other facilities.
- o Outcome based curriculum evaluation and the teaching & learning process.
- o Faculty and staff training program
- o Research, consultancy and industry-institute interaction.

SWOT Analysis

Strength

1. Institute is having young and dynamic faculty and staff members.
2. Skill Development Programme offered to students from second Year.
3. Exemplar teaching and research facilities such as laboratories, libraries, electronic databases, teaching aids, networked computers, ICT enabled classrooms, Campus wide Wi-Fi connectivity.
4. IIC Cell for the benefit of students and faculty members.
5. State of art auditoriums and other essential amenities.
6. Proactive Career development Cell and Career guidance Cell to facilitate appropriate employment.
7. Academic monitoring Cell responsible for all academic aspects to ensure the effective planning and implementation of curriculum.
8. IIC has been established to promote innovation in the Institution through multitudinous modes leading to an innovation promotion eco-system in the campuses.
9. TID cell to strengthen the in house training and internship activities in the institute.
10. Emphasis on promotion of holistic development of students through co-curricular, extracurricular, and extension activities.
11. Strong Alumni presence in Global and National level public and private organizations in diverse areas connected through registered Alumni Association.
12. Visionary and transformational leadership for academic and administrative excellence.
13. Continuous quality assurance, sustenance and enhancement through well-defined processes.
14. Eco-friendly campus with well-defined Green Institute Policy.

Weakness

1. Admissions through state quota yield academically weaker students.
2. Dependence on the curriculum formulated by the affiliated university.
3. Highly competitive market for diverse faculty and staff.
4. Research and consultancy at nascent stage.
5. Interaction with industry is at initial stage for joint research and consultancy activities.

Opportunities

1. Space to improve the quality research by conducting international conferences and interaction with industry and R&D sectors
2. Provide the training facility to enhance the teaching capabilities of faculties and skills for staff members.
3. Continuous quality enhancement, accreditations, benchmarking and certification from appropriate bodies

Threats/Challenges

1. Striking a balance between the traditional, innovative and professional courses offered by the AKTU University.
2. Unable to design and implement new programme.
3. Attracting and retaining quality faculty and students.
4. Meeting the technological advancements through continuous up-gradation of educational resources.
5. Sustaining the value system amongst stakeholders.
6. Ensuring academic and administrative quality in institute.
7. Managing resources for quality education while keeping the cost of education low.

Strategic Plan for Next Five Years
(December, 2022 – December, 2027)

ACADEMIC EXCELLENCE

IMS Engineering College, a temple of learning, exists for providing quality education by creating, advancing and disseminating knowledge with collective wisdom. It is a premier higher learning institution engaged in fulfilling educational requirement of diverse sections of the society in various engineering disciplines. It aims at achieving academic excellence through multidisciplinary course curriculum, blended teaching methods and technology enabled joyful learning environment. In addition to acquire subject knowledge and required skills, the students will be groomed to think, perform, and communicate in a critical, creative and effective manner.

Objectives

1. To provide quality education at all levels.
2. To innovate and adopt technology enabled pedagogy.
3. To chalk out scholastic and co-scholastic activities to make the institute educational environment more lively, vibrant, congenial and conducive.

Strategies

1. To provide quality education at all levels.
2. Initiate outcome based education (OBE) wherein students will learn to structure activities to prioritize the end result.
3. Use of blended teaching methodology involving traditional, interactive, and ICT enabled pedagogical techniques.
4. Bringing rigour to teaching-learning processes through carefully designed and implemented, session plans, student assignments, regularity, participation and involvement.
5. Well-designed internal examination systems with transparent evaluation processes.
6. Developing quality study material for both theory and lab available to students.
7. Encouraging ICT enabled teaching and use of multimedia virtual classrooms.
8. Regular student feedback on teaching-learning process, curriculum and administrative facilities to ensure quality control and regular updating.
9. Designing and launching Job oriented professional short term programme through TID cell.

RESEARCH AND INNOVATION

The institute is committed to high quality research and innovation. In order to facilitate research activities, the institute has developed a well drafted Research Policy to guide, encourage, fund, support and monitor core and interdisciplinary research.

Objectives

1. To promote multidisciplinary research in new, emerging and thrust areas.
2. To create environment and facilities for interdisciplinary research.

Strategies

1. Popularizing and implementing Institute research policy.
2. Creating and supporting a research environment for high quality research by students and faculty.
3. Encouraging quality research in intra-disciplinary and interdisciplinary areas.
4. Promoting highest ethical standards in research and publish in high quality peer reviewed journals with impact factor and high ratings.
5. Supporting faculty and student participation in research related events such as paper presentation in seminars, conferences, workshops, training programmes, and faculty development programmes.

COLLABORATIONS

The Institute shall promote collaborations in research, teaching and employment at National as well as international level. The partnerships with different organizations will contribute towards achieving objectives of the Institute.

Objectives

1. To identify opportunities and create facilities for attracting researcher and faculty to the institute
2. To identify opportunities for the students and teachers of the Institute to get exposed to international teaching and research.

Strategies

1. Entering into collaborative arrangements with reputed academic institutions, research institutions and industry forums for creating opportunities for students and faculty.
2. Exploring the possibilities of collaborations with Companies for training and employment opportunities for students.
3. Promoting the work of students and teachers on academically important platforms and forums.
4. Developing research collaborations with foreign universities, agencies, and industries.
5. Developing Tie-ups with apex and regulatory bodies for grants/funds, policy guidelines, developmental programs and other resources.

GOVERNANCE AND INTEGRATION

The Institute envisions the seamless integration of all processes with a systems perspective. It is achieved by the improvement in the existing systems and laying-down of advanced systems as per requirements of time. It shall result in optimal sharing of resources and speedy accomplishments of the administrative and academic processes.

Objectives

1. To ensure academic, financial and administrative autonomy in the Institute
2. To ensure participatory, transparent and good governance at all level of Institute

Strategies

1. Integrating the students' evaluation and assessment centrally for quick disposal of results.
2. Integrating training modules, lecture and knowledge expertise of resource persons for the benefit of all the stakeholders.
3. Adhering to establish statutes, ordinances, regulations, policies and procedures of the Institute.
4. Specifying process details and checklist of documents for activity completion.
5. Bringing improvement and reforms in procedures, process and policies for increasing efficiency and effectiveness.
6. Developing file movement and document tracing system.
7. Maintaining a central electronic database of faculty, staff and students.

INFRASTRUCTURE

The Institute strives to become and to sustain the status of 'Centre of Excellence' for higher learning. It shall require instructional and research facilities to accomplish this and at the same time comply with its Research and Green policy. It shall address the needs of infrastructure development and regular maintenance of new and existing facilities attuned with all other themes.

Objectives

1. To create state of the art learning centres with eco-friendly design and modern amenities.
2. To develop aesthetically appealing clean and green campus.
3. To adopt regular and preventive maintenance practices for civil, electrical and mechanical utilities.

Strategies

1. Providing state of art centres of learning by providing ICT enabled classrooms library facilities, laboratories, Wi-Fi connectivity.
2. Providing hostels for the students.
3. Adapting total preventive maintenance for electrical, mechanical and civil utilities.
4. Renovation of hostels for better utilization.
5. Landscaping and Beautification of campus in general for better utility to stake holders as well as society.
6. Practicing cleanliness at facilities and amenities across the campus.

HOLISTIC DEVELOPMENT

This is a trait required at all level of education and profession for every department of the Institute. It is an umbrella which develops and promotes growth of every stakeholder in integrity. Our approach towards all stakeholders is holistic as well as inclusive. Holistic refers to student growth and development is fostered intellectually, socially, physically and spiritually. Inclusive implies that all members of the campus are encouraged to become actively engaged in the teaching and learning process.

Objectives

1. To design multifarious activities viz. Academic, Cultural, Environmental, Sports and others for holistic development of the stakeholders.
2. To inculcate values along with professional and leadership qualities among faculty, staff and students

Strategies

1. Mentoring students for academic, social and career prospects.
2. Organizing intellectual, academic, creative, literary, communication, presentation competitions at inter and intra departmental level.
3. Making athletics, indoor and outdoor sports, a regular feature for students of the Institute.
4. Innovating programmes and festivals for social and cultural development.
5. Easy and regular access to yoga and meditation, self-management related activities.
6. Popularize and implement Value Policy of the Institute.
7. Organizing expert lectures on contemporary issues.
8. Conducting student enrichment activities by assessing their individual requirements.
9. Arranging for academic, cultural and industrial tours and visits.

SUSTAINABILITY

The Institute upholds the value of sustainability in all its endeavours. It shall serve as the means of promoting the practices of sustainable development right from local to global levels. It shall adopt simple four-steps to align itself with the globally adopted practices of sustainable development. It will work towards achieving sustainability by creating awareness, orienting courses, instituting training and facilitating research to imbue the spirit of sustainability in individuals associated with it.

Objectives

1. To practice the principle of recycle, reduce, rethink, reuse and recreate for the sustainable development
2. To promote energy efficient and eco-friendly practices for infrastructure and systems development.
3. To maintain and promote clean and green surroundings.

Strategies

1. Popularising, implementing and monitoring Institute green policy and green calendar.
2. Motivating individuals, communities and businesses with environment conservation initiatives
3. Promoting healthy environment friendly practices by making a vehicle free zone in the campus.
4. Conserving energy by digitisation of database and all processes.
5. Harnessing the use of renewable energy resources to augment the existing energy sources.
6. Encouraging use of green /eco-friendly products.
7. Developing and promoting energy saving habits such as switch off electrical devises when not in use.
8. Regularly conducting energy auditing and get accreditation from authorised agencies.
9. Developing infrastructure and systems in accordance with prevailing energy efficiency/ green Standards.

SERVICE to SOCIETY

The Institute has a prime motive of developing people for humanity and social welfare. It is responsive and proactive to the social, regional and local requirements, problems and other issues of relevance. Service to society holds major place in Institute planning and activities. It is further aiming at connect with society through various outreach programmes and extension activities.

Objectives

1. To develop a sense of social responsibility among faculty staff and students.
2. To galvanize the activities for sensitization, awareness and active participation of various stakeholders.
3. To locate and identify the local/regional talent, issue and priorities for development.
4. To ensure involvement and training of local community for their empowerment with a national and global perspective.

Strategies

1. Establishing relationship with local and regional bodies to assess their requirements and issues.
2. Motivating faculty, staff and students to get associated with NGOs and support their activities.
3. Organizing extension activities in the areas of education, health, hygiene, child and women welfare, local governance, and national social service.
4. Contributing to cultural development of society by promoting and celebrating important days, occasions, festivals and events.
5. Popularizing the contributions of local and regional personalities who have served for promotion of art, culture, heritage, governance, welfare or any other dimensions of human life.

BRANDING AND COMMUNICATION

The Institute has a glorious history and heritage of more than twenty years of rich contribution to creating, advancing and disseminating knowledge with collective wisdom. In order to create national visibility, strengthen its image and establish a widespread presence of the Institute in academics, industry and society, there is a need to undertake well planned brand building efforts. This can be achieved by using all communication tools in an integrated manner.

Objectives

1. To establish a widespread visibility of the Institute in academics, industry and society.
2. To enhance interactivity of Institute with internal and external publics.
3. To ensure consistency and clarity in all elements of communication

Strategies

1. Popularizing Institute values, vision and mission statements by highlighting them on boards in all the departments, offices, brochures and other places of strategic importance.

2. Prominently placing Institute logo at important places such as buildings, boundary walls, gates, stationery, souvenirs, and vehicles.
3. Publishing Institute brochure both in hard copy and soft copy available on the website.
4. Publishing monthly newsletter with contributions from Institute stakeholders along with developments and contributions of the Institute for internal and external circulation.
5. Effective designing, updating and maintenance of Institute website for complete information, smooth navigation and operations.
6. Effective use of social media such as face book, twitter and blogs for increased interaction.
7. Uniformity in design of identity card, stationery and other communication material used by the Institute such as letterheads, envelopes, visiting cards, brochures etc in order to communicate a clear and consistent image.