

An ISO 9001:2015 Certified Institution

NAAC 'A' Grade Cycle 3

# K.B.N. College (Autonomous)

(Sponsored by S.K.PV.V. Hindu High Schools' Committee)

Kothapeta, Vijayawada-520 001

A College with Potential for Excellence (CPE)

All India 92<sup>nd</sup> Rank in NIRF by MHRD (2017)



## STRATEGIC PLAN

# 2020-2025

# *Illustrious History and esteemed present*

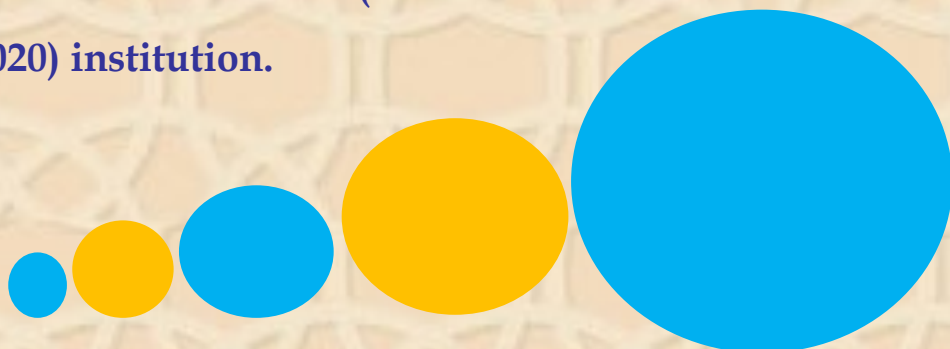


**KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)** is an exuberant outcome of a century old illustrious charitable organization, Sri S.K.P.V.V. Hindu High Schools Society, which for the last 112 years, has been providing education through its eight reputable academic institutions. It is one of the pioneering educational institutions in Vijayawada run with the motto 'TEJASWINA VADHITAMASTU' which means 'May our Study be Enlightening'. The college is known for its perseverance to academic excellence and value-based holistic education. Comprehensive education attained by students of the college enables them to participate in developmental and transformative activities for the benefit of the community and the society at large. The College firmly believes in the maxim that service to Man is service to God, especially with regard to education, which is truly the pathway for enlightenment.



The foundation stone for this citadel of higher learning was laid on **6<sup>th</sup> November 1964** by Sri Kasu Brahmanada Reddy, the then Honourable Chief Minister of Andhra Pradesh. Named after the founder Danaseela Pura-pramukha and Vidya-Poshaka **Sri Kakaraparti Bhavanarayana Shreshty**, the college is illuminating the lives of many communities that were otherwise socially ostracized in the bygone years. The College is located in the old town of Vijayawada, a semi-urban area, near the footsteps of Indrakiladri, the Abode of Goddess Kanaka Durga.

Since its inception, the college has been aided by the Govt. of Andhra Pradesh. It has witnessed phenomenal growth with regard to the academic programmes and infrastructure during the last 53 years; facing the challenges in the fast changing educational and economic scenario throughout the world. The college is admitted into UGC 2f & 12 B from 1967 and has been adorned with the Autonomous status by the UGC in the year 2010. It has carved out a niche for itself in the annals of education as a college with state of art facilities and the accolades it received, the “Best Laboratory”, “Best Academic achievement”, “Best Library”, ‘Best NSS Unit’ etc., speak volumes about its steadfast and untiring ardour in trying to dispel ignorance from society by wielding the most potent weapon in the world of education. The institution has been reaccredited with ‘A’ Grade by NAAC in 2013, with CPE in 2016, and 92<sup>nd</sup> position in India in NIRF ranking by MHRD in April 2017. It is also an ISO certified (ISO-9001:2008 in 2009 and 2014 and ISO-9001: 2015 in 2020) institution.

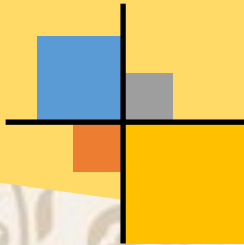




The college started functioning from 9<sup>th</sup> July, 1965 with 278 students and 19 staff with 3 Programmes and at present, the college is offering 16 Programmes with strength of 3322 students and 103 teachers, affiliated to Krishna University, Machilipatnam. The college has introduced industry oriented programmes, (B.Sc.-MCCS, Data Science & IoT), UGC Innovative Programme (B.Com.-Logistics), Skill based Courses under UGC NSQF (Bachelor of Vocational in Information Technology & Information Technology enabled Services, Web Technology & Software Development, Diploma in Data Analytics, Event Management, Drone Pilot and Advances in Computer Science) and also updated the existing courses related to the national, state and local needs. The college has sophisticated central library with Digital Library facility including e-Resources like INFLIBNET, DELNET & ACM.

It is one of the very few megalithic and top notch structures providing superlative education in the entire Krishna District and all the accomplishments of the college thus far have been by whetting its appetite to reach for hitherto unexplored horizons, and the saga of blazing newer trails continues unabated.

# *Institutional Mission & Values*



## *Mission*

- ♦ To produce knowledgeable, responsible, skilled, cultured, confident and competent citizens of India with a desire to develop its progress and development.
- ♦ These students coming out of the portals of the institution shall have the abilities such as learning to know, learning to do, learning to live and learning to be a responsible citizen.



## *Values*



The Core values of KBN College will embrace quality in its programs, in its recruitment and enrolment policies, and in its expectations and treatment of all members of the community. They provide the foundation for all our academic and community activities.



**Excellence**

**Accountability**

**Community & Diversity**

**Integrity**

**Opportunity**



## *Values*

### **Excellence**

- ψ We are committed to provide the best educational experience to the possible extent to every student.
- ψ We seek opportunities to identify and celebrate excellence as an integral part of our culture.
- ψ Having awareness about interdependence and the dignity of every individual, we are committed to social justice. We will act on our social responsibilities and expect others to do the same.
- ψ We are committed stewards of the human, fiscal, and physical resources entrusted to us. We are accountable to one another for the quality of our community, the strength of our finances, and the utility and enhancement of our campus as a place of intellectual activity and personal growth. We pursue innovations which respect the environment and foster sustainability in the management of our resources.



## *Values*

### **Accountability**

- ψ We are committed to ensure that all members of the KBN College are accountable for their work in support of the College, its mission, and values.

### **Community & Diversity**

- ψ We promote an open and diverse community that encourages an unfettered exchange of ideas, with dignity and respect, and the empowerment of all individuals.
- ψ We believe in a future interconnected with our neighborhood, our nation, and our world.
- ψ We believe that our diversity as a community is a strength that should be celebrated.

### **Integrity**

- ψ We uphold the highest ethical standards, striving for institutional and personal integrity in all that we do.

### **Opportunity**

- ψ To furnish access to quality, we provide affordable lifelong learning opportunities, to maintain an environment that fosters individual growth and development.



# *Institutional Vision*

## *Vision*



- To reach the state of perfection through an ardent academic desire for excellence
- To bestow sincere and dedicated efforts to the cause of education
- To orient the student towards service through creative, constant, consistent involvement in the society .

# *Institutional Goals & Objectives*

## *Goals*

- To impart higher education to all segments of the society
- To make quality, the defining element of education
- To impart value based education
- To increase literacy level among women, leading to women empowerment
- To enhance the spirit of Nationality, National integrity and to inculcate high moral values.
- To guide the students in securing better employment and higher education opportunities through career guidance and placement services .

# *Institutional Goals & Objectives*

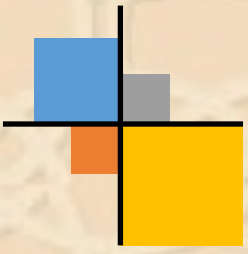
## *Objectives*

- ♦ To offer undergraduate programmes in Science, Arts and Commerce and P.G. programmes in Science, Commerce and Management.
- ♦ To provide high quality and standard education.
- ♦ To arrange guest lectures, seminars and to conduct Educational tours and to stimulate the academic environment of the institution.
- ♦ To support the economically backward students and encourage different minorities' students.
- ♦ To organize social service and academic programmes with the faculty and students.
- ♦ To guide the students in securing better employment and higher education opportunities through career guidance and placement services.



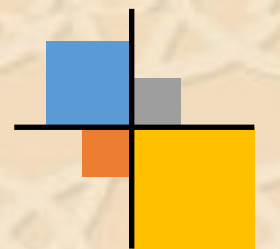
# Institutional Strength

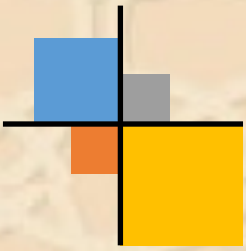
- ψ Located in the heart of old town of Vijayawada, providing education to the nearby low income group rural and urban students.
- ψ Proactive & Visionary Management with a strong commitment towards community service and Women entrepreneurship.
- ψ Well established laboratories and computer labs with 625 systems of latest configuration.
- ψ Offering entrepreneurship and skill development Diploma Programmes under UGC NSQF.
- ψ Wide range of extension, co-curricular and extracurricular activities including internships.
- ψ Well-structured Ward Counselling, Grievance Redressal and other student support systems. Active Placement and Guidance Cell with 42% of employability.
- ψ Three research centres with 6 Research Supervisors.
- ψ Minor Research Projects funded by UGC and management.
- ψ Major contribution of alumni association in the academic growth of the institution.
- ψ Exemplary Sports facilities, well-equipped Gymnasium, first aid centre and physiotherapy equipment.
- ψ Accident Insurance policy under Amartya Sikshana Yojana of National Insurance Company for all the students
- ψ Adoption of five villages under Unnath Bharath Abhiyan Scheme of Government of India to carry out developmental activities.



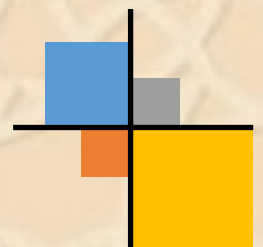
## Weakness

- ψ To mould the first generation learners of rural background to face global challenges as they come from Telugu medium
- ψ Limited scope for consultancy due to location of the college
- ψ Slow progress in identifying the funding agencies for research projects.
- ψ Progression of students to higher education is less.





Good strategy and good strategy execution are the most trust worthy of good management. KBN College built a Strategic Plan by involving all the stakeholders for pro-growth and pro-active development of the institution. The college develops **a five year Strategic plan** to guide overall operations. The plan contains **7 Strategic Initiatives**, that serves as a framework to enable the college administration, faculty and staff to live out the mission of the college and move towards achievement of the vision by **2025**.





# *Strategic Initiatives*

**STUDENT ENROLMENT**

**1**

**STUDENT SUCCESS**

**2**

**CAMPUS CULTURE**

**3**

**HUMAN CAPITAL**

**4**

**CAPITAL RESOURCES &  
PARTNERSHIPS**

**5**

**INFRASTRUCTURE**

**6**

**COMMUNITY SERVICE &  
ENGAGEMENT**

**7**

## STUDENT ENROLMENT

1



- ⇒ We will enhance student enrolment by developing and promoting enrolment management strategies in the college.
- ⇒ We will attract sophomores by offering Certificate Courses and conducting Summer Coaching Camps in sports and games.
- ⇒ We will fascinate school children by organizing Science Expos within the campus
- ⇒ We will create awareness among parents by conducting Community Awareness Programmes and campaigns.
- ⇒ We will offer Bridges Course to cater the academic needs for higher education to sophomores.
- ⇒ We will implement new initiatives like Lab on Wheels and Open House of labs to school children.
- ⇒ We will encourage economically backward students by providing freeships.



## **STUDENT SUCCESS**

**2**

We will equip and support our students to achieve their educational and professional goals by offering dynamic, relevant and varied programmes / courses that create clear pathways to success.



- ⊕ We will conduct high quality and regress programmes that are current and relevant to our community needs.
- ⊕ Develop implement and access alternative learning opportunities for students at different entry point
- ⊕ We will develop innovative certificate programmes that meet the work force demands of the college region, create and promote stackable certificate and degree options to the students.
- ⊕ We will identify specific groups that need support and implement the strategies necessary to address the support.
- ⊕ We will ensure the effective use of IT by the faculty for a positive learning environment.
- ⊕ Update student support services to meet student needs.
- ⊕ We will equip the students to face national and international level competitions in the region of co-curricular and extracurricular.

## **CAMPUS CULTURE**

**3**

We will promote a campus culture of accountability assessment and continuous improvement and maintain a supportive campus environment.

- ⊕ We will develop and promote an environment that supports a healthy work life balance.
- ⊕ Standardize organizational policies and procedures.
- ⊕ Establish offices of institutional effectiveness.
- ⊕ Implement an institutional programme prioritization process.
- ⊕ Enhance internal communication.
- ⊕ Expand student development curricular integration and employer relations .

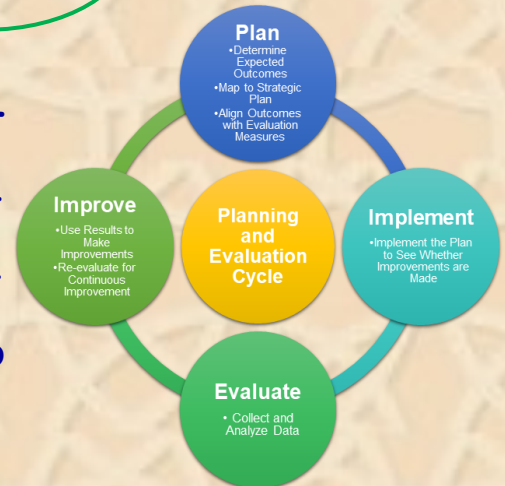


# Strategic Initiatives

## HUMAN CAPITAL

4

As a great work place the college will attract and retain the highest calibre of people - An experienced, dedicated faculty and staff. The faculty will be worked to their fullest potential to reach the institutional goals.



- ⇒ We will conduct Employees Satisfaction Survey
- ⇒ We will assess and refine the evaluation process for faculty, staff and administrators.
- ⇒ We will support by providing comprehensive Orientation Programmes.
- ⇒ We will foster an employee mentoring programme and develop strategies to implement measures for staff welfare.
- ⇒ Implement a Professional Development programmes for staff.

# *Strategic Initiatives*

## **CAPITAL RESOURCES & PARTNERSHIPS**

**5**

We will explore diverse capital resources and partnerships to meet administrators, faculty, staff and students need.

- We will develop strong and diverse revenue generating streams that will benefit to establish state of the art infrastructure in the college.
- We will establish and maintain strategic partnerships with both industries and academic institutions to meet the community needs.
- We will encourage the students to develop Startups in establishing the college as a resource hub.
- We will utilise KBN College Old Students Association (KOSA) contribution in organizing academic activities in the college.
- We will encourage the departments to generate revenue by consultancy.



## **INFRASTRUCTURE**

**6**

We will provide Best college experience with state of the art facilities and upgraded infrastructure to the students.

- We will use technologically upgraded classrooms to facilitate teaching through advanced tools and techniques.
- We will promote eco-friendly campus by maintaining green practices.
- We will provide hostels, canteen, health centre, stationery, library, laboratories, sports and games, dramatic association with ultra-modern facilities.
- We will maintain Washrooms with contemporary interior design.
- We will beautify and make the campus more vibrant.



## **COMMUNITY SERVICE & ENGAGEMENT**

7

We will mould the students to involve in the community service and to engage constantly and consistently in the society outreach programmes to meet the vision of the institution.

- ◇ We will encourage the students to participate in community awareness programmes
- ◇ We will give support to the students in engaging extension activities in the nearby villages.
- ◇ We will boost the students to participate in the voluntary service programmes through NCC and NSS Units.
- ◇ We will inculcate service motto in the students by encouraging them to participate in Health camps, Blood Donation Camps, etc.
- ◇ We will promote the involvement of community residents in college activities.

