



# SITAM



## SATYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT

Near RTO Office, Gajularega, Vizianagaram-535003, Andhra Pradesh, India

Accredited by "NAAC", Approved by AICTE, New Delhi

(Permanently Affiliated to JNTUGV, Vizianagaram, Recognized by SBTET, Government of A.P)

Email: principal@sitam.co.in, Website: www.sitam.co.in, Face Book: /Sitam.Sgvp, Instagram:/sitamvzm

Telephone No:9676788811, 8978812341/2

EAMCET CODE: SGVP

JNTUGV CODE: B6

SBTET CODE: 649

### Criterion VI - Governance, Leadership, and Management

#### Qualitative Metrics

#### **6.2.1 Perspective/Strategic plan and Deployment documents are available in the institution.**

Strategic planning is a systematic process designed to guide the organization toward achieving its mission, vision, and long-term goals. This process is dynamic and continuous, ensuring that the institution remains adaptable and responsive to changes in the educational environment, technological advancements, and evolving student needs. By focusing on strategic priorities such as academic excellence, research innovation, infrastructural development, and community engagement, strategic planning helps educational institutions chart a clear path to sustained growth and success. This document is crucial for aligning resources, initiatives, and stakeholder efforts toward common goals, fostering a collaborative and forward-thinking educational ecosystem.

#### **Strategies implemented at SITAM to Enhance Quality Levels**

##### **1. Understanding Demographics:**

- SITAM conducts a comprehensive survey to collect detailed demographic data on its current students, including location, sex, economical background, branch which the students select, and timing preferences and to use this data to tailor student services and academic programs to meet the needs and preferences of the student body.

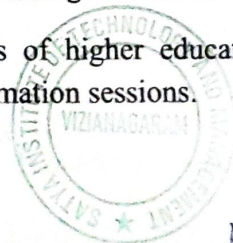
##### **2. Forecasting Student Enrolment:**

- SITAM collects local and regional data to estimate the number of qualified students who are relieved from Intermediate and Degree and their interest in pursuing higher education and to implement outreach programs to attract the students into SITAM.

##### **3. Motivating Higher Education Pursuit:**

- Motivational programs and counselling services are implemented in SITAM to encourage more students to pursue higher education.
- SITAM highlights the benefits of higher education and career prospects through seminars, workshops, and information sessions.

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#### **4. Support for Working Students:**

- SITAM identifies students who need jobs to support their studies through surveys and provide job placement services.
- Collaborates with local Business Organizations to create part-time job opportunities for students.

#### **5. Aligning with Industry Demand:**

- SITAM conducts Market research to understand the national and global demands for graduates by discipline.
- As the college was affiliated to JNTU GV, the academic programs are tailored according to these demands, ensuring students to acquire relevant skills.

#### **6. Promoting Postgraduate Studies:**

- SITAM assesses the demand for postgraduate qualifications and skills upgrading in various industries.
- Postgraduate programs like MBA and MCA are initiated in SITAM to meet these needs.

#### **7. Career-Oriented Programs:**

- SITAM encourages its students, who are interested in Research in publishing papers in their core areas.
- SITAM had made MOUs with different companies for the career development of students.

#### **8. Competitive Analysis:**

- SITAM compares the quality of its students with those at competing institutions.
- Uses this analysis to improve recruitment strategies and enhance the institution's appeal.

#### **9. Monitoring Competitor Strategies:**

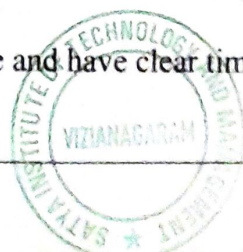
- SITAM keeps track of competitors' plans for expanding or contracting particular disciplines.
- Adjusts SITAM's academic offerings to stay competitive and address emerging educational needs.

#### **11. Faculty Recruitment and Development:**

- SITAM assesses the availability of qualified teachers in each discipline and recruit accordingly.
- Invests in faculty development programs to enhance teaching and research capabilities.

#### **12. Developing Short-Term and Operational Plans:**

- SITAM creates detailed short-term and operational plans for major areas to achieve the broader strategic goals.
- Ensures these plans are actionable and have clear timelines.



### 13. Aligning Strategic and Operational Plans:

- SITAM ensures a strong alignment between strategic planning and operational plans.
- Adopts a budget model that provides funding or incentives for actions supporting the strategic plan.

### 14. Setting Measurable Targets:

- SITAM establishes clear targets and benchmarks to assess progress toward strategic goals.
- Regularly reviews and adjusts strategies based on performance against these targets.

### 15. Defining Responsibilities:

- SITAM clearly defines authority, responsibility and accountability for implementing each aspect of strategic and operational plans.
- It fosters a culture of accountability and continuous improvement.

By implementing these strategies, SITAM Engineering College strives to enhance its quality levels, attract a diverse and talented student body, and ensure alignment with industry needs and trends.

### The foremost Salient Features of SITAM Engineering College's Strategic Plan are

1. **Guiding Vision and Mission:** SITAM Engineering College was established in 2011, it had formulated a Strategic Plan to achieve its vision and mission, guiding its path of growth and development.
2. **Evolving Academic Focus:** SITAM Engineering college had focussed on Academic excellence, Research and Placements for its growth
3. **Institutional Growth:** It has been a decade, SITAM is delivering a quality technical and Management education. It aims to progress towards becoming an Autonomous Institution.
4. **Dedicated Leadership:** SITAM is led by a Director position to oversee the transition and strategic initiatives.
5. **Strategic Meetings and Planning:** Regular meetings are convened to frame policies, allocate budgets, and develop infrastructural facilities.
6. **Regulatory Framework:** JNTU-GV is preparing a regulatory framework with respect to Academics. Self-made institutional regulations are developed and implemented by the college Principal to ensure smooth functioning and governance.
7. **Targeted Accreditation:** Working towards attaining the status of an Autonomous Institution and achieving accreditations from NAAC and NBA.
8. **Comprehensive Academic Opportunities:** Offering a wide range of academic opportunities, including 8 Undergraduate Programs and 3 Postgraduate Programs.

9. **Diverse Student Community:** Welcoming students from all regions with educational programs designed to equip them with knowledge and skills to achieve their career goals.
10. **Innovative Teaching and Learning:** Challenging conventional thinking and stimulating a passion for learning, with distinctive teaching methods that foster healthy competition among students and scholars.
11. **Campus Life and Environment:** SITAM is providing a green campus and well-planned student life to ensure students can fully utilize the ambiance for personal and academic growth.
12. **Student Development Activities:** SITAM is offering a wide array of educational programs and unique clubs to foster student development, providing opportunities and experiences that build community and support personal and professional growth.
13. **Commitment to Quality:** SITAM is providing a quality education, security, and placement opportunities to students.

By adhering to these salient features, SITAM Engineering College is committed to achieve its strategic goals, providing top-notch education, and fostering an environment of innovation and excellence.

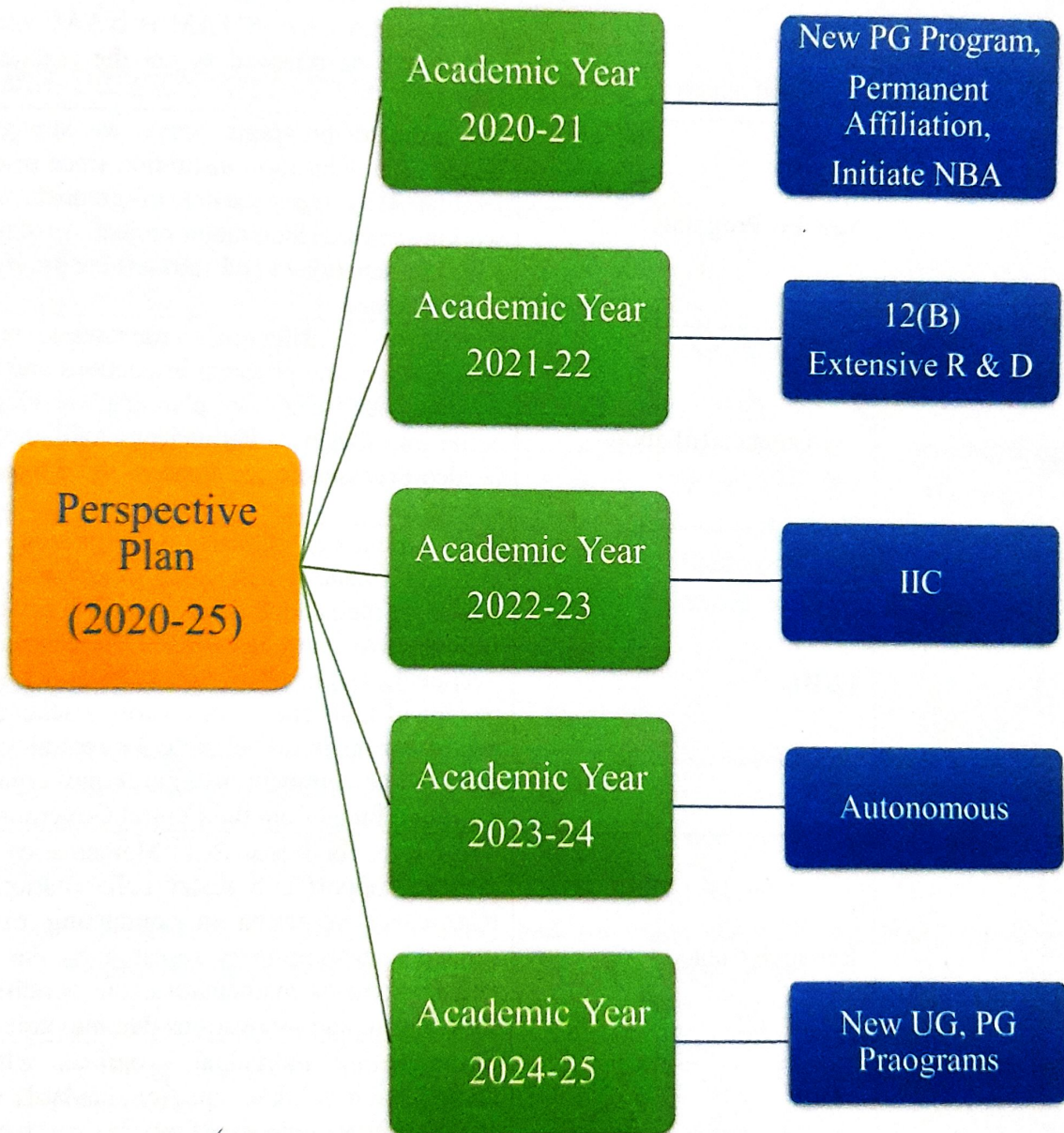
  
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Gajulareya, Vizianagaram-535002

Picture below shows the Strategic Plan formulated at SITAM for it to walk into the "highway" of learning places and achieves its stated goals.

## PERSPECTIVE PLAN



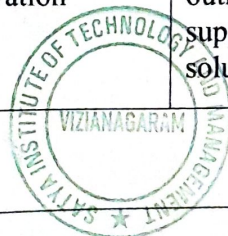
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## Activities implemented successfully as per the Strategic Plan

S.No.	Academic Year	Event Planned	Outcome Realized
1	2019-20	Industry Interaction	Many industries visited SITAM and established mutually beneficial MoU's. Internship potentialities for students are identified.
2		Learning Management System	The LMS, Ulektz is implemented in SITAM. Several quizzes and lot of digital content developed is placed on the "SITAM GVP-LMS" Application developed specifically for SITAM.
3		NAAC	With severe competition, gearing up for systematization and getting external recognition becomes inevitable. SITAM is NAAC accredited and it will be renewed as per the regulations of NAAC.
4	2020-21	New PG Programs	Postgraduate programs serve as strengthening points of an education institution since research is facilitated by the presence of graduate students working towards their major project. As of now two PG were sanctioned and further new programs are being planned.
5		Permanent Affiliation	Permanent affiliation obviates repetitive documentary and physical inspections and thus lot of time is freed for planning developmental activities. Besides Permanent Affiliation is a needed prerequisite for some of the governmental schemes.
6	2021-22	12(B)	The University Grants Commission (UGC) provides financial assistance to eligible colleges which are included under Section 2(f) and declared fit to receive central assistance (UGC grant) under Section 12 (B) of UGC Act, 1956 as per approved pattern of assistance under various schemes. This makes our institution eligible for central assistance from the Government of India or any organization receiving funds from the Central Government.
7		Research Center	The Center for Research in Mathematics, aims to provide support and foster collaboration among researchers interested in conducting externally-funded interdisciplinary research on the teaching and learning of mathematics, the conditions that influence it, and innovations that maximize it.
8		NBA	Strengthening individual programs with NBA accreditation validates quality standards which in turn improves student performance and fosters trust in the institution.
9	2022-23	Institution Innovation Council (IIC)	SITAM aims at Developing an <i>Innovative</i> and Entrepreneurial mindset through a series of activities like workshops, awareness, market outreach events, orientation. Encouraging and supporting the development of initiative ideas and solutions.



10	2023-24	Autonomous	Autonomy gives greater flexibility towards purely academic development for improving academic standards and excellence. Promotes healthy practices such as community service, extension activities, and projects for the benefit of the society at large and also promotes use modern tools of educational technology to achieve higher standards and greater creativity.
11	2024-25	New UG, PG Programs	SITAM had started new two UG Programs - BBA and BCA and one PG Program MCA for the development of the institute.

### Description of one Successfully implemented activity based on Strategic plan

#### **Introduction of new programs in the academic year 2024-25**

SITAM has launched two new undergraduate programs, Bachelor of Business Administration (BBA) and Bachelor of Computer Applications (BCA), along with a postgraduate program, Master of Computer Applications (MCA), to further the institute's development.

The introduction of new academic programs at Satya Institute of Technology and Management (SITAM) represents a significant step forward in the institution's mission to expand educational opportunities and foster comprehensive development. The addition of two undergraduate programs, Bachelor of Business Administration (BBA) and Bachelor of Computer Applications (BCA), alongside a new postgraduate program, Master of Computer Applications (MCA), reflects SITAM's commitment to evolving with the educational needs and industry demands of the modern world.

#### **Bachelor of Business Administration (BBA)**

The BBA program aims to provide students with a solid foundation in business principles, management practices, and entrepreneurial skills. This program is designed to equip students with the analytical, strategic, and leadership capabilities necessary for success in various business sectors. Key features of the BBA program include:

- **Curriculum:** Comprehensive coursework covering areas such as finance, marketing, human resources, operations management, and business ethics.
- **Practical Experience:** Opportunities for internships, industry projects, and hands-on learning experiences.
- **Skill Development:** Focus on developing communication, critical thinking, and problem-solving skills.

#### **Bachelor of Computer Applications (BCA)**

The BCA program focuses on providing a robust education in computer applications and software development. This program prepares students for careers in IT and software industries.

by imparting in-depth knowledge of computer science concepts and programming languages. Key aspects of the BCA program include:

- **Curriculum:** Courses on programming languages, database management, web development, networking, and software engineering.
- **Technology Integration:** Emphasis on the latest technologies and trends in the IT industry.
- **Project Work:** Real-world projects and practical assignments to enhance technical skills.

### Master of Computer Applications (MCA)

The MCA program is designed for graduates who wish to delve deeper into the field of computer applications and pursue advanced career opportunities in IT and software development. The program aims to develop high-level technical expertise and research skills. Key components of the MCA program include:

- **Advanced Curriculum:** In-depth coursework on advanced programming, software development, data analytics, and artificial intelligence.
- **Research Opportunities:** Emphasis on research projects and innovative problem-solving.
- **Industry Collaboration:** Partnerships with leading IT companies for internships, workshops, and industry exposure.

### Impact on Institute Development

The introduction of these programs is poised to significantly impact the development of SITAM by:

- **Enhancing Academic Diversity:** Broadening the range of academic disciplines offered by the institute.
- **Increasing Enrolment:** Attracting a larger and more diverse student population.
- **Strengthening Industry Connections:** Building stronger ties with industries through internships, placements, and collaborative projects.
- **Promoting Innovation:** Encouraging research and innovation among students and faculty.

These new programs are part of SITAM's strategic initiative to broaden its academic portfolio, cater to the evolving educational needs of students, and contribute to the overall growth and development of the institution. By offering these diverse and industry-relevant programs, SITAM aims to attract a wider range of students and enhance their employability in the competitive job market.

In conclusion, the new BBA, BCA, and MCA programs at SITAM are strategic initiatives aimed at fostering academic excellence, industry relevance, and holistic development of students, ultimately contributing to the growth and prestige of the institute.

  
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Satya Institute of Technology



Principal  
Satya Institute of Technology And Management  
Gajularega, Vizianagaram-535002



The attached images represent the official order issued to Satya Institute of Technology and Management, granting sanction for the introduction of new UG and PG programs for the academic year 2024-25.

### All India Council for Technical Education

(A Statutory body under Ministry of Education, Govt. of India)

Nelson Mandela Marg, Vasant Kunj, New Delhi-110070 Website: [www.aicte-india.org](http://www.aicte-india.org)



#### APPROVAL PROCESS 2024-25

#### Extension of Approval (EOA)

F.No. South-Central/1-43664594379/2024/EOA

Date of Approval: 13-Jun-2024

To,

The Principal Secretary  
(Higher Education) Govt. of Andhra Pradesh,  
J Block, 4th Floor, Secretariat Building,  
Hyderabad-500022

**Sub: Extension of Approval for the Academic Year 2024-25**

Ref: Online application of the Institution submitted for Extension of Approval for the Academic Year 2024-25

Sir/Madam,

In terms of the provisions under the All India Council for Technical Education (Grant of Approvals for Technical Education), Powers delegated in AICTE ACT 1987, (No 52 of 1987) chapter II - u/s 2(g) to regulate Technical and subsequent Regulations of AICTE, I am directed to convey the approval to:

<b>Permanent Id</b>	1-440051859	<b>Application Id</b>	1-43664594379
<b>Name of the Institution</b>	SATYA INSTITUTE OF TECHNOLOGY AND MANAGEMNET	<b>Name of the Society/Trust</b>	SRI BOTCHA GURUNAIDU MEMORIAL EDUCATIONAL SOCIETY
<b>Institution Address</b>	GAJULAREGA, VIZIANAGARAM, GAJULAREGA, VIZIANAGARAM, Andhra Pradesh, 535001	<b>Society/Trust Address</b>	VIZIANAGARAM 535003, TOWN, VIZIANAGARAM, Andhra Pradesh, 535002
<b>Institution Type</b>	Private-Self Financing	<b>Region</b>	South-Central
<b>Year of Establishment</b>	2011		
<b>Opted for Introduction of New Program/Level</b>	Yes	<b>Introduction of Program/Level Approved or Not</b>	Approved

**To conduct following Programs/Courses with the Intake Indicated below for the Academic Year 2024-25**

Level	Program	Course	Affiliating Body (University /Body)	Intake Approved for 2023-24	Intake Approved for 2024-25	NRI Approval Status	FN / Gulf quota/ OCI/ Approval Status
UNDER GRADUATE	ENGINEERING AND TECHNOLOGY	ARTIFICIAL INTELLIGENCE AND DATA SCIENCE	Jawaharlal Nehru Technological University - Gurajada, Vizianagaram (JNTUGV)	60	60	NA	NA
UNDER GRADUATE	ENGINEERING AND TECHNOLOGY	CIVIL ENGINEERING	Jawaharlal Nehru Technological University - Gurajada, Vizianagaram	30	30	NA	NA

Application No: 1-43664594379

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Level	Program	Course	Affiliating Body (University /Body)	Intake Approved for 2023-24	Intake Approved for 2024-25	NRI Approval Status	FN / Gulf quota/ OCI/ Approval Status
			(JNTUGV)				
UNDER GRADUATE	ENGINEERING AND TECHNOLOGY	COMPUTER SCIENCE AND ENGINEERING	Jawaharlal Nehru Technological University - Gurajada, Vizianagaram (JNTUGV)	90	180	No	No
UNDER GRADUATE	ENGINEERING AND TECHNOLOGY	ELECTRICAL AND ELECTRONICS ENGINEERING	Jawaharlal Nehru Technological University - Gurajada, Vizianagaram (JNTUGV)	60	60	NA	NA
UNDER GRADUATE	ENGINEERING AND TECHNOLOGY	ELECTRONICS & COMMUNICATION ENGINEERING	Jawaharlal Nehru Technological University - Gurajada, Vizianagaram (JNTUGV)	60	60	NA	NA
UNDER GRADUATE	ENGINEERING AND TECHNOLOGY	MECHANICAL ENGINEERING	Jawaharlal Nehru Technological University - Gurajada, Vizianagaram (JNTUGV)	60	60	NA	NA
POST GRADUATE	MANAGEMENT	MBA	Jawaharlal Nehru Technological University - Gurajada, Vizianagaram (JNTUGV)	60	60	NA	NA
POST GRADUATE	ENGINEERING AND TECHNOLOGY	COMPUTER SCIENCE	Jawaharlal Nehru Technological University - Gurajada, Vizianagaram (JNTUGV)	18	12	No	No
POST GRADUATE	COMPUTER APPLICATIONS	MCA	Jawaharlal Nehru Technological University - Gurajada, Vizianagaram (JNTUGV)	0	60##	No	No

## Approved New Course(s)

To conduct following Programs/Courses with the Intake indicated below for the Academic Year 2024-25

Application No:1-43664594379

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Level	Program	Course	Affiliating Body (University /Body)	Intake Approved for 2024-25	NRI Approval Status	FN / Gulf quota/ OCI/ Approval Status
UNDER GRADUATE	COMPUTER APPLICATIONS	BCA	Jawaharal Nehru Technological University - Gurajada, Vizianagaram (JNTUGV)	60	No	No
UNDER GRADUATE	MANAGEMENT	BBA	Jawaharal Nehru Technological University - Gurajada, Vizianagaram (JNTUGV)	60	No	No


The approval of BBA/BCA/BMS courses is on " as is where is basis" Intake Approved for BBA/BCA/BMS Course is Subject to the approval of the Concern University.

All AICTE approved Institutions are empowered to nurture ecosystems for Skilling (through Vocational courses) via making effective use of existing infrastructure facilities and human resources.

It is mandatory to comply with all the essential requirements as given in APH 2024-25 to 2027 (Chapter-VI)

  
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**Principal**  
 Satya Institute of Technology And Management  
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## Important Instructions

1. As per mandatory Disclosure of APH 2024-27(Annexure-18, page180) Institutions must disclose the following information submitted to Council at the Prominent location on its website.
  - i. Department wise availability of Infrastructure along with approved courses and intake approved by the Council.
  - ii. Faculty details: Department wise Name& Designation of the faculty members/teaching staff along with their qualification, tenure of service in your organization, total experience, Institution should also disclose Student Faculty Ratio, Cadre Ratio.
  - iii. Additionally Audited Financial Statements for last 3 Financial years.
2. Reservation Policy of the Central Government (Including EWS) / Respective State Government/ UT as the case shall be applicable to all the Programmes. The concerned State Government/ UT Admission authority shall decide Modalities of Admission.
3. The Institution offering courses earlier in the Regular Shift, First Shift, Second Shift/Part Time are now amalgamated as total intake and shall have to fulfil all facilities such as Infrastructure, Faculty and other requirements as per the norms specified in the Approval Process Handbook 2024-25 to 2027 for the Total Approved Intake.
4. In case of any differences in content in this Computer generated Extension of Approval Letter, the content/information as approved by the **Executive Council / General Council as available on the record of AICTE shall be final and binding.**
5. All AICTE institutions are highly encouraged to get NBA/NAAC accreditation. All eligible AICTE institutions are thoroughly encouraged to participate in NIRF ranking process.
6. Deemed to be University: Institutions Deemed to be Universities (Running Technical Education Programmes), it is mandatory to have AICTE approval from the Academic Year 2018-19 in compliance of the Hon'ble Supreme Court Order dated 03-11-2017 passed in CA No.17869- 17870 /2017.
7. AICTE Approved Institutes are encouraged to utilize SWAYAM PLUS Courses up-to 40%
8. Internship is mandatory for all admitted students.
9. AICTE Approved Institutes are encouraged to make efficient use of the flagship schemes like:
  - a. Parakh: Student Gap analysis portal bases services.
  - b. Students Scholarship schemes like Pragati, Saksham, Swanath, ADF, etc.
  - c. Course in Indian Languages.
  - d. ATAL FDPs: Faculty training for Emerging areas and cutting edge Technologies.
  - e. Augmenting Utilization of Research Assets (AURA).
  - f. Smart India Hackathon: World's largest Open Innovation Platform.

**Prof.Rajive Kumar**  
Member Secretary, AICTE

Copy to:

1. **The Director Of Technical Education\*\*, Andhra Pradesh**
2. **The Registrar\*\*,  
Jawaharlal Nehru Technological University - Gurajada, Vizianagaram (Jntugv)**
3. **The Principal / Director,  
SATYA INSTITUTE OF TECHNOLOGY AND MANAGEMNET  
Gajularega,**

Application No:1-43664594379

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Vizianagaram,  
Gajularega, Vizianagaram,  
Andhra Pradesh, 535001


4. **The Secretary / Chairman,**  
VIZIANAGARAM  
535003  
TOWN, VIZIANAGARAM  
Andhra Pradesh, 535002

5. **Guard File(AICTE)**


Note: Validity of the Course details may be verified at <http://www.aicte-india.org/>

\*\* Individual Approval letter copy will not be communicated through Post/Email. However, a consolidated list of Approved Institutions(bulk) may be downloaded from the respective login id's.

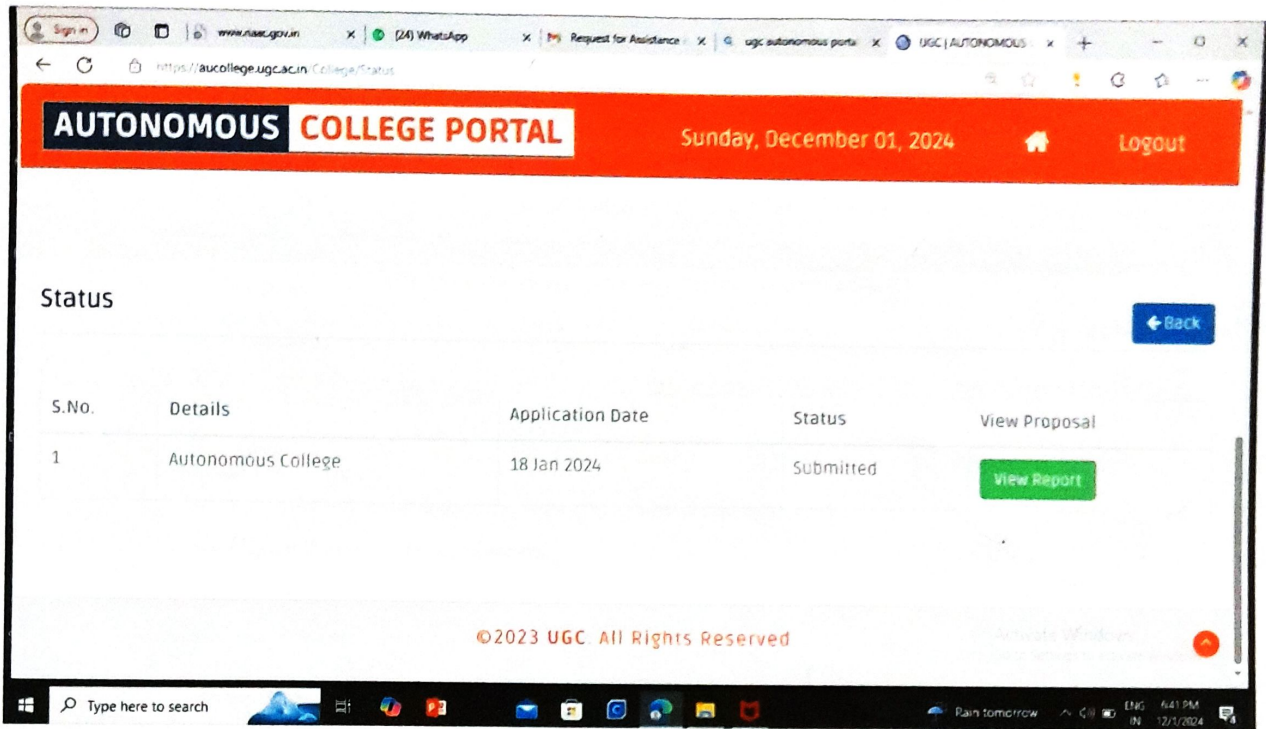
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**Principal**  
Satya Institute of Technology And Management  
Gajularega, Vizianagaram-535002

The following image represents the proposal for Autonomous status to Satya Institute of Technology and Management.



  
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