PARISUTHAM INSTITUTE OF TECHNOLOGY AND SCIENCE
(Approved by AICTE, Affiliated to Anna University, Chennai, India)
NH 67, Ring Road, Nanjikottai, Thanjavur- 613006, Tamil Nadu

STRATEGY PLAN

AND

DEPLOYMENT

(2014-2020)

PITS CAMPUS

PITS Campus is grass turfed and has more than 5000 trees. . All play fields are grass turfed. The Campus is noted for its Eco-friendly surroundings and cleanliness standards. The 50-acre green campus with its Eco Infrastructure makes it very pleasing to the eye. **THE WEEK** magazine has been ranking PITS as one of the best private engineering colleges in India for the last five years. Spread over an area of more than fifty acres, this lush green campus has one of the finest infrastructures in terms of buildings and facility. Infrastructure in an institution will usually mean classrooms, labs and library alone. At PITS it goes beyond that so much of thought was invested into creating PITS infrastructure, Academic Infrastructure, Aesthetic Infrastructure, Recreational infrastructure, Sports infrastructure, Cleanliness infrastructure and Greenery infrastructure apart from the invisible infrastructure for developing Discipline, Punctuality, Attitude, Outlook and Spoken English communication skills. **COMPULSORY SPOKEN ENGLISH:** Spoken English rate is very high as much as 90%! The greatest achievement of PITS is making everyone speak in ENGLISH!!! Special stress is given to improve English communication aspects. English Type writing, Singing Classes, Paper Presentation, Panel Debates, Group Discussion, Role Plays, Movie Classes, Language lab sessions are made compulsory. **UNIVERSITY RESULTS:** It is one of the top ranking institutions in the region. Extensive coaching is given to achieve academic excellence. To help weaker students to cope up with studies a program called WIT (Weak students Intensive Tuition program) has been made compulsory where free tuition is provided in the evenings. Daily Assessment Test (DAT) & Cyclic Assessment Tests (CAT) are conducted on regular basis every semester. Failed candidates are compulsorily made to re-write the exam till they pass the exams. To facilitate easy understanding of the subject "VIDEO HOUR" & "QUIZ HOUR" has been introduced for all classes and all subjects where subject related videos pertaining to that CAT portion. **FACULTY:** Excellent faculty and coaching. Faculty development is given its due importance. Syllabus up-gradation programs in the form of Lecture Improvement Tests (LIT), Classroom management training in the form of Faculty Lecture Improvement Program (FLIP), Finishing School classes that lays stress on attitude, manners & ethics & Faculty development seminars. As a result of all these efforts high results are produced. Faculty communicate in English and class taking is in English only. **WORLD-CLASS PLAY FACILITIES:** The wide range of Sports facilities include: Football, Hockey, Cricket, Volleyball, Basketball, Fencing, Ball Badminton, Beach Volleyball, shuttle Badminton, Table Tennis, Tennis, Squash, Billiards, Snooker, Carom, Chess, Boxing, Fencing, Roller Skate Hockey, Kho-Kho, Kabadi, swimming and Rifle Shooting. Separate Gym facilities are available for boys and girls. The Football, Cricket and Hockey Courts are grass-turfed. Games are compulsory for hostelers. All play facilities are flood-lit by more than 100 focus lights! PITS ranks TOP Position in Sports & Games among 25 Anna University affiliated colleges in the region, During the last 6 years it has lifted the Championship Trophy four times. **EXCLUSIVE STUDENTS CENTRE:** The exclusive Students Centre houses all indoor games facilities. It is one of the few institutions to have an exclusive STUDENTS CENTRE with built-up area of about 30,000 sq. ft. entirely devoted to students recreation. Apart from the above said in-door games facilities, it houses the

Cafeteria, Students Relaxation Lounge, Browsing lines (with 40 MBPS Optical Fibre WiFi Connectivity) & Large Screen Television facility. It also houses the indoor gym, Badminton, Table Tennis, Tennis, Squash, Billiards, Snooker, Carom, Chess, Boxing, Fencing and rifle shooting range. **CLEANLINESS:** Cleanliness is a rule in PITS and is practiced almost perfectly. STUDENTS FOLLOW EXCELLENT CLEANLINESS STANDARDS. **FINISHING SCHOOL:** Another unique feature of this curriculum is the PITS Finishing School. It is formulated to develop body, mind & spirit - Inducing creativity, essential life skills, attitude, manners & etiquette, pleasing body language, moral values, environment, cleanliness, personal hygiene, improving communication skills are some of the essential factors that are not only taught but are strictly practiced in this institution. The success rate is tremendous. It also incorporates Montessori pattern of activity based development. Activities like talent time, clay modelling classes, chart making, sand sculpture are taught as well. Silambattam, Yoga and aerobics classes are compulsory. Sixty hours are set apart in each semester for these training aspects. **PLACEMENT:** Every year about 10 to 12 companies visit the campus. Even in the initial years PITS managed to bring several companies to its campus. All eligible students with good English communication skills, attitude and good technical knowledge do get placed comfortably. Students are well trained in these aspects. The recruiters are always very pleased with our training. Placement is above 90%. **OUTLOOK:** All these activities resulting in much better outlook. Caring and supervision is always given due importance. **ADMISSION TO PITS:** This institution provides world-class facilities. Fascinating activities are taught within the curriculum. PITS has professional teachers to handle and teach these activities. PITS takes parental care. From our experience all these aspects have definitely helped students with much better outlook. **PITS MOTTO:** "Towards Excellence". At PITS we make this happen!

Vision

- To empower human resources through dedication
- To promote growth through discipline and caring attitude
- To strive hard for the betterment of the student community
- To channelize their potential and talents into creativity

Mission

- To provide knowledge based education
- To adapt to changes
- To build strong, value based, honest communities
- To strengthen the nation
- To inculcate in them the love for parents, teachers and country

Introduction

Parisutham Institute of Technology and Science (**PITS**) is an engineering institution in Thanjavur, Tamil Nadu, India. The institution is affiliated to Anna University, Chennai. The institution had earlier been affiliated to Anna University of Technology, Tiruchirappalli before the merger on 15 September 2011.

It was founded in 2008 by Mr. S P Anthonisamy, entrepreneur and a member of the Parisutham Nadar family in Thanjavur. PITS provides technical education in the fields of Engineering and Management. It is a self-financing, minority institution. It has a Finishing School with a curriculum spread over four years for engineering students. The aim is to improve communication skills, soft skills, creativity, perception and assist students in self-development.

The institution has a major focus on sport. It has a Students Centre with its own indoor stadium, gymnasium, food courts and internet cafe.

Quality Policy

PITS is committed to provide quality education to students both theoretically and practically, inculcating human values and grooming them to achieve greater heights in their lives, through continual improvement. This policy is developed by the Top Management in-line with its vision and mission and after the assessment of the needs of the society. In the quest of this quality policy, our management and the faculty accept the responsibility of continuous progress towards our goal.

SWOC ANALYSIS

STRENGTH

- PITS is Eco – Friendly campus, located very near to the city and 65Km away from nearest Air-port.
- Participative Management and Decentralized Administration.
- Best Library with large number of books, journals, magazines, e-journals.
- Impressive performance and Excellent academic results since inception
- Entire Campus with 24*7 Internet Connectivity. .
- Institute regularly organizes National Conferences, Technical events, Workshops, faculty training programs for researchers and faculty members.
- Bridge courses are conducted for first year and lateral entry students to bridge the gap between school and college needs.
- Student feedbacks are analyzed and used for improvement
- System of continuous internal assessment and transparency in evaluating students' performance is established through separate Controller of Examination section.
- The students are motivated to participate in in-plant training, internships, industrial projects, paper presentations, workshops and seminars.
- Offering value added programmes in all departments. Mini-Project works are encouraged regularly.
- Strong industry institution interaction.
- Training and Placement cell grooms the students to be industry-ready through training on communication, soft-skills and special technical training
- Almost all qualified students were placed through on and off campus placement drives.
- Exclusive Finishing school training and British English certification examination.
- Excellent sports facilities.
- The indoor Students Centre is a single large building of 40,000 Sq.ft in built-up area. It houses a cafeteria / refectory, a students' store, browsing lines, two gymnasiums, all in-door games facilities, aerobics dance floors and a student's lounge.
- Students are involved in extension activities like NSS, YRC, RRC, Eco Club and etc.
- Various activities like Blood Donation camp and Village Vision program are undertaken.
- Management provides merit scholarship of worth twenty lakhs every year for meritorious and underprivileged students.
- Very Strong Alumni support and involvement in all events.
- PITS Won Anna University ZONAL OVERALL CHAMPIONSHIP 2019-2020 in Games & Sports for FOURTH YEAR in succession & for 6th time in the last 8 years.
- At All India level PITS was ranked 153rd & 101st in South Zone (South India) consisting of TAMILNADU, ANDHRA PRADESH, KARNATAKA, KERALA & PONDICHERRY by the leading magazine THE WEEK.. PITS has been awarded as the Best Private Engineering College in India for fifth time continuously in THE WEEK.

WEAK

- Most of the of the students are from rural areas with Tamil as the medium of instruction in school.
- Rural background students with moderate cut off marks.
- Lack of international student's attraction.
- Lack of large scale industries in the district.
- Lack of Consultancy, Research Activities and research funding.
- Most of the students are of first generation graduates.

OPPORTUNITIES

- Potential to become an autonomous institution
- Current changes in global and societal trends in the field of Engineering. For Example DATA SCIENCE.
- Developing technology and demand for technocrats.
- Scope for entrepreneurs
- Institute has young and dynamic faculty which has good potential to excel in the academics
- Advantage of existing academia-industry linkages.
- Exploring possibility of collaborative research with research institutions.
- More number of faculties is facilitated to pursue their research.

CHALLENGES

- Competitive quality and innovative training is demanded by job market.
- Financial requirement is high to provide quality technical education.
- Recruiting highly experienced faculty.
- Growing competition from Autonomous Institutions and Deemed Universities.
- Proliferation of Engineering Colleges
- Heterogeneity in students' effort.
- Inflation and rising prices being not met by fee structure
- High standard institutions are measured by the admissions in this recession period.
- Government Scholarships is not sanctioned at the right time.

STRATEGIC PLAN & DEPLOYMENT

Strategic Goals

Strategic goals of the institute were formulated after a brain storming session with Management, Principal and Faculties. After analyzing the vision, mission, quality policy, SWOC analysis, internal and external environment, the strategic goals were fixed in all possible growth domains.

Strategic Goals of the Institute:

1. Enhancing effective teaching and learning process.

2. Ensuring hundred percentage placements.

3. Encouraging the students to perceive higher studies.

4. Ensuring good governance.

5. Ensuring student and faculty development and participation.

6. Getting Accreditations from statutory bodies.

7. Continuous Internal Quality Assurance System.

8. Increasing Industrial and Alumni Interaction.

9. Research and Development Work.

10. Ensuring Social engagement and Community service.

11. Enhancing Physical infrastructure, laboratories and other facilities.

Strategic Plan	Deployment
1. Effective teaching and learning process	• Adopting innovative teaching methods • Encouraging e-learning. • Developing Interactive learning by using videos, presentations , software and labs. • Implementing Project based learning. • Regular feedbacks from the students. • Increasing students employability factor. • Enhancing overall personality and confidence of student. • Providing career and personal mentoring and counselling to students. • Encouraging research work and assignment. • Continuous assessment by the multiple layers of hierarchy.
2. Ensuring hundred percentage placements	• Segregating diverse interest of students. • Improving Interpersonal / Technical skills. • Conducting more number of Placements drives. • Organizing field trips for the students from respective branches to visit the companies for a knowledge-oriented tour. • Dedicated team. • Modernization of infrastructure (video conferencing, interview & conference rooms) • Video recording of mock up interviews of students and feedback
3. Encouraging the students to perceive higher studies.	• Identifying the interest of students. • Conducting career guidance program. • Providing all kind of supporting documents to perceive their higher studies.
2. Good Governance	• Developing E- governance. • Developing a proper working channel for smooth working. • Establishing internal audit committee for various departmental and institutional audits. • Leadership development through Decentralization. • Establishing various committees and cells for the institute development. • Establishing fair and transparent performance and appraisal system. • Simplifying the administrative work.

	• Regular performance evaluation of all departments. • Reviewing Internal Quality Management System.
3. Student and faculty development and participation	• Training sessions and Guest lectures on confidence building, motivation and life skills for students and faculties. • Establishing incubation and entrepreneurship cell. • Formation of department forums and student's committee. • Organizing various competitions and social events at Institute and Departmental level for encouraging participation by students and faculties. • Rewarding the best performers and achievers in academics and in co-curricular activities. • Developing facilities for recreation.
4. Accreditation from statutory bodies	• Formulation of plans by top management and IQAC committee. • Resource and funds planning. • Constituting committees. • Inspection of the available institute and departmental data. • Creating and organizing all the required institutional and departmental data.
5. Internal Quality Assurance System	• Reviewing ad updating IQAC plans and policy • Reframing of IQAC members and coordinator • Framing vision and mission department wise for quality working. • Regular evaluation IQAC activities by the top management • Developing effective IQAC initiatives for the quality improvement of the institute. • Initiating quality related suggestions from staff, faculties, students, alumni, employers and management.
6. Industrial and Alumni Interaction	• Dedicated faculties and organized activities for alumni interaction building. • Establishing dedicated Alumni cell. • Generating and maintain the database of all alumni and industrial contacts. • Recognition of successful alumni. • Engaging faculties and students with alumni and experienced industrial persons by inviting them for guest sessions. • Receiving suggestions on latest requirements and technological trends from the industrial

	- persons and alumni. - Focusing on developing professional relations, generating sponsorships and signing MoUs with the industries. - Participating in various educational and industrial meets and conferences. - Supports for internships, visits, training and guest seminars. - Developing and establishing consultancy projects.
7. Research and Development Work	- Apply for various governmental schemes for funds and grants. - Creating a dedicated Research and Development cell. - Conducting seminars on recent and upcoming trends and technology. - Conducting FDPs on Research Methodology.
8. Social engagement and Community service	- Resource and funds analyzing for the social and community activity. - Analyzing the social and community requirements in the surrounding rural areas - Promoting and sponsoring educational awareness. - Initiating the departments to design and organize community development drives and events. - Encouraging students to participate in social and community activities. - Organizing various social activities in college.
9. Physical infrastructure and facility	- Enhancing the classrooms and laboratories - Planning and analyzing the requirement of facilities. - Establishment of e-learning and virtual labs. - Establishing various cells for dedicated purpose. - Enhancing basic amenities of the college. - Upgradation of departments and library. - Improving safety and security management. - Adopting efficient and economical sources for power, water and waste management. - Dedicated staff for infrastructure maintenance and regular audit of the facilities.

Conclusion

The strategic plan is an effort to sketch down a pathway for the development and accomplishing the goals of the institute. The framework is designed for conveying the goals of the institute for upcoming years. The proper implementation of strategic and regular evaluation will be carried out through team work with good spirit to lead success and sustainability over the time. The detailed deployment plans are not spelled due to planning restrictions. This plans may not be static and possibly be updated according to the requirements.