



Strategic Planning Process

Preface

This document presents the Strategic Planning Process of Amritsar Group of Colleges (AGC) for the period 2020–2025, developed and implemented under the guidance of the Internal Quality Assurance Cell (IQAC). The Strategic Plan reflects a structured, participatory, and evidence-based approach to institutional development, ensuring alignment of the institution's vision and mission with national priorities, market demand, societal needs, and regulatory frameworks.

The plan translates institutional aspirations into clear goals, measurable targets, and time-bound action plans, with emphasis on academic excellence, evaluation reforms, infrastructure upgradation, research culture, faculty development, student progression, cultural engagement, employability, and governance efficiency. Continuous monitoring, stakeholder feedback, and internal quality audits ensure that the Strategic Plan remains dynamic, responsive, and outcome-oriented.

Preamble

Amritsar Group of Colleges (AGC) was established in 2002 with the objective of providing quality higher education and nurturing academically competent, ethically grounded, and socially responsible graduates. The institution is a UGC Autonomous College, affiliated with statutory bodies and universities, offering a wide range of undergraduate, postgraduate, and professional programs across engineering, management, pharmacy, law, sciences, and allied disciplines under the Choice Based Credit System (CBCS).

Over the years, AGC has demonstrated consistent growth in academic programs, student intake, infrastructure, ICT facilities, research initiatives, industry collaboration, and student support systems. The institution is accredited with NAAC 'A' Grade, multiple NBA accreditations, and has enjoyed sustained academic autonomy since 2014.

AGC emphasizes Outcome-Based Education (OBE), NEP 2020 implementation, curriculum innovation, entrepreneurship education, continuous evaluation reforms, and holistic student development. With the strong support of the management, proactive leadership of the Principal, and dedicated efforts of faculty and staff, AGC continues to strengthen its academic processes, research ecosystem, placements, cultural activities, and governance practices.

Vision

Vision To produce highly skilled engineers and intellectuals through innovative and analytical technical education, creating valuable resources for industry and society.

Mission

1. Provide state-of-the-art infrastructure to foster innovative learning.
2. Establish Centers of Excellence to enhance academia-industry partnerships.
3. Focus on practical-oriented teaching to develop analytical skills in students.

4. Develop self-reliant, enterprising, and employable human resources.
5. Utilize research and innovation for the sustainable management of natural resources.
6. Integrate value-added, vocational, and technical courses into the curriculum.
7. Continuously enhance extension activities and outreach programs for broader impact.

1. Quality Policy

Amritsar Group of Colleges (AGC), through its Internal Quality Assurance Cell (IQAC), is committed to achieving excellence in higher education by:

- Continuously improving teaching–learning processes, curriculum design, and evaluation systems to enhance student performance and end-semester results.
- Regularly revising study schemes and optimizing student intake based on market demand and societal needs, in alignment with NEP 2020.
- Strengthening research, innovation, consultancy, and entrepreneurship initiatives.
- Upgrading infrastructure, ICT facilities, laboratories, libraries, and transportation systems on a periodic basis.
- Enhancing placements through joint campus recruitment, industry interaction, and skill development.
- Encouraging faculty participation in Ph.D. programs, FDPs, research, and professional development.
- Promoting inclusive student participation, cultural engagement, best practices, and good governance.

2. Strategic Planning Framework Adopted by AGC

2.1 Environmental Scanning (SWOC Analysis)

AGC conducted a comprehensive SWOC analysis to assess internal strengths and weaknesses and identify external opportunities and challenges.

Strengths

- UGC Autonomous status enabling curriculum flexibility, evaluation reforms, and NEP 2020 implementation.
- NAAC ‘A’ Grade and multiple NBA accreditations.
- Strong governance through IQAC and statutory bodies.

- Student-centric teaching–learning with ICT, LMS, mentoring, and continuous evaluation.
- Growing research and innovation ecosystem, E-Cell, and consultancy initiatives.
- Upgraded infrastructure, ICT facilities, campus-wide Wi-Fi, and transportation services.
- Dedicated faculty encouraged for Ph.D., FDPs, and research.
- Robust student support, placements, joint campus drives, and cultural activities.

Weaknesses

- Limited international collaborations.
- Constraints in large-scale research funding.
- Need for faster infrastructure and advanced digital lab upgradation.
- Requirement to further improve brand visibility and rankings.

Opportunities

- Full implementation of NEP 2020 provisions.
- Expansion of functional MoUs and industry collaboration.
- Introduction of research methodology and entrepreneurship courses from the first year.
- Market-driven optimization of intake capacity.
- Potential progression towards Deemed/Private University status.

Challenges

- Rapid regulatory changes.
- Competitive higher education environment.
- Technological obsolescence.
- Faculty retention and financial sustainability.

2.2 Levels of Planning

- Institutional Level
- Departmental Level
- Academic and Administrative Units

3. Five-Year Strategic Plan (2020–2025): IOAC Perspective

Strategic Goal 1: Academic Excellence & Curriculum Innovation

- Regular revision of study schemes aligned with NEP 2020.
- Optimization of student intake based on market demand.
- Introduction of research methodology in the first year.
- Inclusion of entrepreneurship courses in all programs.

Strategic Goal 2: Teaching–Learning & Evaluation Reforms

- Strengthening continuous internal assessment and end-semester performance.
- Adoption of ICT-enabled, blended, and experiential learning.
- Enhancement of student evaluation transparency and analytics.

Strategic Goal 3: Research, Innovation & MoUs

- Promotion of faculty Ph.D. enrollment and research work.
- Signing and monitoring of functional MoUs.
- Implementation of institutional best practices.

Strategic Goal 4: Faculty Empowerment & HR Development

- Encouragement for FDPs, MOOCs, conferences, and leadership roles.
- Faculty welfare and performance appraisal mechanisms.

Strategic Goal 5: Student Support, Cultural Engagement & Participation

- Organization of youth festivals and cultural activities.
- Increased student participation in departmental and institutional events.
- Strengthening mentoring, counselling, and scholarships.

Strategic Goal 6: Infrastructure, ICT & Transportation Development

- Renovation of academic infrastructure.
- Upgradation of ICT facilities and digital learning tools.
- Periodic improvement of transportation infrastructure.

Strategic Goal 7: Governance & Placements

- Streamlining and rescheduling of statutory body meetings.
- Strengthening placements through joint campus recruitment drives.

4. Strategy Implementation and Monitoring

The Strategic Plan is communicated to all stakeholders and implemented through institutional and departmental action plans. IQAC acts as the nodal agency for monitoring progress through:

- Periodic reviews and internal audits.
- Analysis of academic results, placements, research output, and infrastructure development.
- Stakeholder feedback and corrective and preventive actions (CAPA).

5. Monitoring and Review Mechanism

- Regular IQAC meetings and audits.
- Documentation of action taken and outcomes achieved.
- Reporting to Academic Council and Governing Body.
- Continuous refinement of strategies.

Conclusion

The Strategic Planning Process of AGC (2020–2025) reflects a comprehensive, inclusive, and quality-driven approach to institutional development. By integrating academic reforms, infrastructure upgradation, research orientation, faculty development, cultural engagement, and employability enhancement, the plan ensures sustainable growth and institutional excellence.

The Strategic Plan remains a dynamic document, continuously reviewed and refined to meet evolving regulatory requirements, stakeholder expectations, and societal needs.