



SRINIVAS UNIVERSITY

(PRIVATE UNIVERSITY ESTABLISHED UNDER KARNATAKA STATE ACT NO.42 OF 2013)

City Office : G.H.S. Road, MANGALURU - 575 001. Karnataka State, INDIA.

Phone No.:0824-2425966, 2444891, Fax : 0824 - 2442766

E-mail:info@srinivasuniversity.edu.in website:www.srinivasuniversity.edu.in

STRATEGIC PLAN

AN AGENDA FOR EXCELLENCE, EQUITY, INNOVATION AND LEADERSHIP

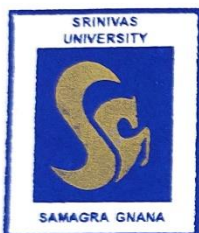
Through the Vision document, the Srinivas University plans to take its agenda of transforming society through positive intervention in creating responsible citizens.

A LEGACY OF QUALITY EDUCATION

Srinivas University, Mangalore, is a Private Research and skill focused University in Mangalore, Karnataka, India established in 2013 by Karnataka State Act. Srinivas University is the flagship of 18 Srinivas Group of Institutions started by A. Shama Rao Foundation, Mangalore, India, a private Charitable Trust founded in 1988 by an Eminent Chartered Accountant A. Raghavendra Rao. A. Shama Rao Foundation has started many professional colleges in Mangalore which include Srinivas Institute of Medical Sciences and Research Center, Srinivas Institute of Dental Sciences, Srinivas Institute of Technology, Srinivas College of Pharmacy, Srinivas Institute of Nursing Sciences, A Shama Rao Nursing School, Srinivas Integrated Campus, Srinivas College of Hotel Management, Vijayalakshmi Institute of Hospitality Sciences, Srinivas First Grade College, Srinivas School of Engineering, Srinivas Institute of Management Studies, Srinivas College of Physiotherapy, Srinivas School of Business, Srinivas School of Management, Srinivas College of Education, Srinivas Institute of Social Work.

The University is unwavering in the pursuit of its mission through multi-stakeholder consultative approach, wherein students, faculty, staff, alumni, industry and community at large play a meaningful role in its growth and evolution.

In recent years, there has been increasing recognition world-wide of the important roles leading research universities have to play in the social, cultural and economic development of their countries and of the international community. As a research focused University, The Srinivas University aims to make a distinctive contribution to advancement of knowledge. We are fortunate in being a state private University that offers many advantages to those wishing to engage in education and research. Our academic staff comprise a talented pool of researchers with a high quality educational experience. We are fortunate in having a very diverse staff and student body, which reflects our commitment to liberal education and advancement of the country. The University places strong emphasis on supporting the personal and academic development of our students and the professional development of our staff.



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VISION AND MISSION OF THE UNIVERSITY - *Value System for the Strategic Plan*

With an aim to be among one of the top Universities in the world, SRINIVAS UNIVERSITY has set itself the following objectives:

1. To promote high levels of intellectual abilities.
2. To establish state-of-the-art facilities for education and training.
3. To create centers of excellence for research and development.
4. To provide consultancy to the industries & public organizations.
5. To impart value and ethics based education through national and international collaboration.
6. To focus on new models of education like virtual classroom along with traditional education system.
7. To emphasize the importance of multi-disciplinary and trans-disciplinary education and research in various areas of science, engineering, technology, philosophy, and culture.
8. To develop scientific, technological, cultural and traditional heritage of the people in the society through continuous education.
9. To create effective leaders to manage human resources of the world. "Education is our Passion, Not Profession" and based on this our guiding principle is that "Continuous improvement is only the way to Success". Srinivas University believes that students are the cream of the society and as its valuable customers they deserve the best. The curricular, co-curricular, and infrastructural support it provides to the students is a just expression of this belief.





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VISION

To be a trendsetter among universities and build students who emerge as leaders with competence, conscience and compassion by empowering them with sound education and high standards of ethical and professional behavior enabling them to build and promote a more humane, just and sustainable world for future generations.

MISSION

Our mission is to provide an exceptional learning environment where students can develop and enhance their leadership and teamwork skills, creative and intellectual powers and passion for learning by providing an uncompromising standard of excellence in teaching; embodying the spirit of excellence to educate the citizen-leaders of society with distinction.





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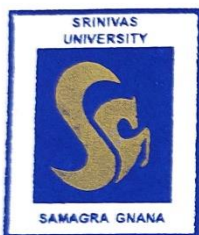
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CORE VALUES AND GRADUALTE ATTRIBUTES OF THE UNIVERSITY AS THE GUIDING FORCE FOR THE STRATEGIC PLAN

The University is guided by a set of Core Values, which enable it to achieve its vision and Mission. The Core Values of the University are:

- Excellence, in teaching, learning, research and service
- Innovation, through new research directions, programs and partnerships
- Creativity, in exploring new ways to add to the body of knowledge through new findings
- Collaborative and Experiential Learning, by sharing knowledge across traditional boundaries
- Entrepreneurship, through emphasis on collaborative and interdisciplinary study
- Ethical Conduct, by instilling a value system in students
- Social Responsibility, dedicated to serving individuals, society and nation through outreach and community engagement
- Diversity and Inclusion, by respecting all individuals regardless of class, caste, religion, ability and gender
- Global Citizenship, by inculcating meaningful knowledge, skills and Global values leading to identification with the world community





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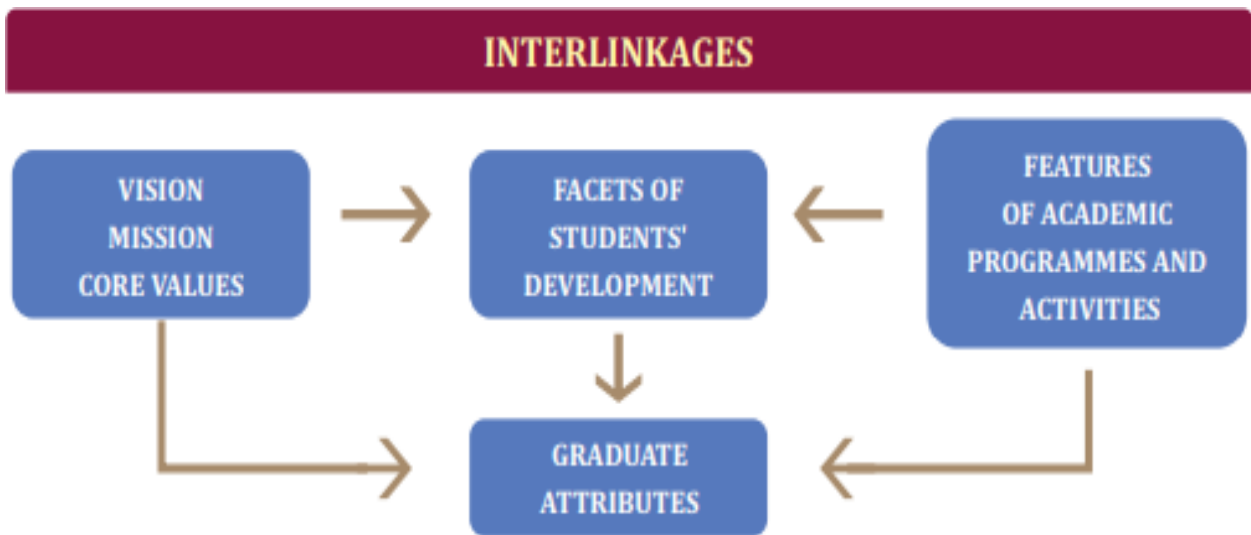
THE GRADUATE ATTRIBUTES OF THE UNIVERSITY

A set of competencies, skills and abilities that the students acquire through the educational programmes of the University. These are classified under the domains of Intellectual Development, Personal Development, Professional and Ethical Development and Social Development.



INTER-LINKAGES OF COMPONENTS AND THEIR IMPACT ON LEARNING, RESEARCH AND INNOVATION

BASIS OF THE STRATEGIC PLAN





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STRENGTHS, WEAKNESSES, OPPORTUNITIES AND CHALLENGES OF THE UNIVERSITY

Core Strategies of the Plan

An agenda for excellence aimed at equity and innovation with inclusion define its core character. The basic tenets of the University's impetus to institutional excellence are captured in the attributes- Excel, Innovate, Empower, Inspire, Explore, Sustain, Engage and Transform.

The Strategic Plan of the University seeks to galvanize academic life and build a committed cadre of principled and self-assured leaders, capable of taking the nation forward. It intends to offer our young citizens the necessary space and world-class opportunities and provide our scholars with a conducive environment and ample resources to emerge as major contributors to global knowledge and interdisciplinary research.

THE UNIVERSITY IS INCLINED TO ACHIEVE EMINENCE IN TERMS OF THE FOLLOWING DIMENSIONS

- a) Creation of Knowledge: The University aims to work towards becoming a net generator of knowledge, an innovations.
- b) Research with Societal Relevance: The University is committed to becoming a research-driven institution that harnesses academic potential to enhance societal wellbeing. It aims to pursue first-rate research relevant to society, nation and the world.
- c) High Quality Students Base: The University aims to attract and retain the best Indian talent as also host quality international talent to attain the best national and international rankings.

Essentially, the Strategic Plan is deemed to ensure India's escalation to a preeminent global position.

PRIORITY AREAS UNDER THE STRATEGIC PLAN

| | | |
|----|---------------|---|
| 1. | Strengths | <ul style="list-style-type: none"> • Brand Value of existing Srinivas Group of Colleges. • Location advantage • Management's commitment in quality education • Young and dynamic leaders as school heads • Education service at affordable cost to public • Student centric approach • Autonomy in improving quality of curriculum • Ability to innovate in teaching-learning process. • Reaching more students in a short time • Readiness to support and invest in blended learning • Use of Technology for seamless learning • Meaningful use of study material • Research oriented teaching and learning • Higher awareness of importance of IPR |
| 2. | Weaknesses | <ul style="list-style-type: none"> • Lack of inter-disciplinary interactions. • Less number of Ph. D. faculty below the Professor cadre. • Resistance to Change from Students and other stakeholders • Limited Research Resources • Lack of awareness of students and faculty about importance of innovation and research. |
| 3. | Opportunities | <ul style="list-style-type: none"> • Introducing multidisciplinary courses in emerging areas. Attracting international students for higher education courses. • Instituting 'Chairs' and establishing new 'Centres of Excellence' in specific domains of knowledge. • Promoting multidisciplinary research and issues related to local community. • Strategic alliances and collaborations with International and National Educational Institutes, Industries, • Government Bodies and NGOs for research, faculty-student exchange, joint programs, training and consultancy. • Increasing linkages with local industries for skilled human resource. • Leveraging the available ICT resources for Open Learning Community. • Continuous quality enhancement, accreditations, benchmarking and certification from appropriate bodies /organizations for national and international recognition. |
| 4. | Challenges | <ul style="list-style-type: none"> • Striking a balance between the traditional, innovative and professional courses offered by the University. |

| | | |
|--|--|--|
| | | <ul style="list-style-type: none"> • Balancing the educational requirements of cross sections of the society– tribal, rural and urban. • Attracting and retaining quality faculty and students. • Competing with national and international educational institutions - both public and private. • Meeting the technological advancements through continuous up-gradation of educational resources. • Sustaining the value system amongst stakeholders. • Ensuring academic and administrative quality in affiliated colleges. • Managing resources for quality education while keeping the cost of education low. |
|--|--|--|

1. Focus on Interdisciplinary Research relevant to Nation, Industry and Society.

The University aims to grow beyond domain-specific research and knowledge generation. A dynamic response to emerging needs of society has created a stimulus for interdisciplinary/multidisciplinary research to produce positive impact on the Academic Reputation, Employer Reputation and Attractiveness for Faculty and Students of the University. This component has further been elaborated in the Academic Plan.

2. Engagement with Stakeholders

The University is aware of the need to intensively engage with industry, Government and society through multi-way exchange of knowledge and ideas. The University intends to deepen its engagement with stakeholders in multiple ways.

a. Engagement with Industry

Diverse efforts have been made by the University in the past towards forging University-Industry interaction. For example the setting up Incubation centres to help budding entrepreneurs with resources and infrastructure to start their journey of self-sustainability. The University aims to strengthen this engagement through

b. Expansion of Start –Up Opportunities

The University will work with student entrepreneurs interested in starting up companies and guide them in the process and will involve industry experts in the same.

c. Industry Research Sponsorship

The University will encourage grants or contracts from industry, which fund research at the University representing a commitment by both sides to collaborate in investigating an area of mutual scientific interest. This will provide exciting opportunities to faculty and students as also open up new sources of financing.

d. Engagement with the Government

The University intends to build and maintain a positive and on-going relationship between the University and branches of government relevant to the themes of mutual interest. It plans to conduct research on policy related issues that have societal impact and relevance.

e. Engagement with Society

The University will develop stronger linkages with the local community and civil society and create opportunities for positive engagement and contribution. Such experiences will enhance the quality of reflection, build compassion, help students develop leadership traits and willingness to participate in self- and societal development. Some initiatives could be engagement with Schools, engagement of colleges with other universities, Community service outreach through planned volunteer programmes with local community and civil society organizations.

3. Recruit Researchers and Teachers with innovative bend

Recruiting researchers and teachers with an innovative outlook. A world-class university committed to research needs world-class faculty. This will be achieved through competitive salaries, flexibility in selection procedures, a professional work environment, high quality labs and campus infrastructure.

4. Admit Motivated Students

Admitting students geared to excel is likely to have positive effect on Academic reputation, Employer reputation, quality of students, research output and quality. The University is very proud of the past academic achievements of its students. It would like to continue to maintain that. At the same time, the University needs to scout for those who are interested in progressing the field they chose at the graduate level and beyond through academic passion.

5. Build Long-term Self-Sustainability

In order to enable the University to seek more academic freedom and for its long-term self-sustainability, the University needs to diversify sources of finance. For this, the University wishes to invite alumni, corporate houses, individuals and social organisations to build endowments for financial sustainability. Additionally, it would also facilitate the adjustment of fees in an equitable manner and encourage government and multinational corporations to support meritorious/needy students.

6. Attract Students and Researchers from across the globe

The ambition of the University is to become an attractive destination for overseas students wanting to study in India. The University will also further its attempts to emerge as a base for overseas researchers in India. It intends to deepen its research networks across a variety of disciplines within the country and with research Universities around the world, For attaining this, it resolves to create a sound infrastructure and state-of-the-art amenities.

7. Alumni as Key Stakeholder

The University recognizes that the alumni are the strongest supporters of the institution and have deep interest in its welfare. The role of Alumni Affairs will be to provide life-long association with the alumni and create opportunities for learning from them, while also seeking their support for the University's programs and growth. The University will strengthen its Alumni Association, maintain an information system, organize events for networking/professional development and raise funds.

8. Make Life Long Learning Possible

Extension & Continuing Education will provide the much needed life-long education opportunity

and up-gradation of skills that are required to manage careers and organizations in today's competitive environment.

9. Technology at the Core- Digitization

Technology is all pervasive. It is particularly critical that a learning environment like that at the University makes available the latest in technology, so that faculty and students evolve as early adopters and contributors to development by utilizing the power of emerging technologies.

a. Library Technology Resources

Over time, the University would like to foster Technology in order that it play a key and role in cataloguing and managing the extensive resources of the library systems with intent to preserve and enhance them. This would make them more accessible and user-friendly.

b. Academic Computing

The University today has wide variation in the way technology is used to enhance teaching, learning, and research. The University needs to use Information technology widely and more consistently.

10. World-Class Campus Amenities

The University is aware that to attract the best students and faculty it must offer a wide range of amenities and services to serve the students' growth and foster the personal and professional development of the faculty. For this it plans to take major steps in this direction.





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ACADEMIC EXCELLENCE

University, as a seat 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 the core and applied academic 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

- To provide quality education at all levels.
- To initiate multidisciplinary courses for emerging needs of stakeholders including industries, research institutions, government organizations and society.
- To innovate and adopt technology enabled pedagogy.
- To chalk out scholastic and co-scholastic activities to make the University educational environment more lively, vibrant, congenial and conducive

STRATEGIES

- Strengthening existing academic programmes by enriching course curriculum in the light of global standards, theoretical advancements and industry requirements.
- Introducing innovative self-financing programmes in core and applied areas of science, social sciences, humanities, arts, technology and other academic disciplines.
- Providing academic freedom and flexibility in design of innovative course curriculum and teaching learning processes.
- Use of blended teaching methodology involving traditional, interactive, and ICT enabled pedagogical techniques.
- Bringing rigor to teaching-learning processes through carefully designed and implemented multidisciplinary course curriculum, session plans, student assignments, regularity, participation and involvement.
- Well designed examination systems with transparent evaluation processes.

- Developing quality study material available as e-content on website as well as hard copy in the libraries.
- Introducing newer online and distance learning courses.
- Encouraging ICT enabled teaching and use of multimedia virtual classrooms.
- Regular student feedback on teaching-learning process, curriculum and administrative facilities to ensure quality control and regular updating.
- Designing and launching Job oriented professional and Vocational programmes of short term duration offered as diploma and certificate courses.

RESEARCH AND INNOVATION

The University is committed to high quality research and innovation. In order to facilitate research activities, the University has developed a well drafted Research Policy to guide, encourage, support and monitor core and interdisciplinary research. Institutions and individuals are encouraged to achieve and sustain research excellence.

OBJECTIVES

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

STRATEGIES

- Popularizing and implementing University research policy.
- Creating and supporting a research environment for high quality research by students and faculty.
- Encouraging quality research in interdisciplinary and interdisciplinarity areas.
- Undertaking research with industry collaboration focusing on practical problems and applications in real life situations.
- Identifying thrust areas and issues for fundamental and applied research.
- Promoting highest ethical standards in research.
- Facilitating and supporting research funding process at departmental and University level.
- Creating and promoting research funding to support non-funded research projects of University faculty.
- Supporting faculty and student participation in research related events such as paper presentation in seminars, conferences, workshops, training programmes, and faculty development programmes.
- Encouraging faculty and scholars to publish in high quality peer reviewed journals with impact factor and high rating.
- Recognizing and rewarding good publications and contributions of faculty members and scholars in academic publications and events.

- Sharing research funding, collaboration, scholarships, and fellowships related information to all concerned on regular basis.
- Facilitating faculty publications as books, monographs, working papers, case studies, study material and other academic literature through in house publication facilities.
- Arranging for infrastructural support including buildings, equipments, databases, books, journals and other facilities as required for pursuing research on campus.

COLLABORATIONS

The University 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 University

OBJECTIVES

- To identify opportunities and create facilities for attracting foreign students, researcher and teachers to the University
- To identify opportunities for the students and teachers of the University to get exposed to international teaching and research.

STRATEGIES

- Entering into collaborative arrangements with reputed academic institutions, research institutions and
- industry forums for creating opportunities for students and faculty
- Exploring the possibilities of collaborations with Companies for training and employment opportunities for students.
- Promoting the work of its students and teachers on academically important platforms and forums.
- Developing research collaborations with foreign universities, agencies, and industries.
- Attracting foreign students for University programs.
- Creating Infrastructure for hosting foreign researchers, teachers and students.
- Developing a facility for “One Point Communication” between foreign nationals and University.
- Creating opportunities for exchange programs of students and teachers with foreign universities.
- Developing online course content and modules and making it available at international level for open source sharing.
- Forming strategic alliances with prominent universities / eminent professors for Virtual

Lectures.

- Developing Tie-ups with apex and regulatory bodies for grants/funds, policy guidelines, developmental programs and other resources.

GLOBALIZATION

Globalization presents a borderless, connected, informed, and interdependent world. It provides a common ground for all institutions to compete and excel. On one hand, it presents enormous opportunities for development and growth, whereas, on the other hand it brings complexities and challenges to be faced. In order to strengthen its position in India and abroad, the University aims at incorporating global perspective in all areas of performance.

OBJECTIVES

- To establish benchmarks with global perspective in all areas of academic and administrative performance.
- To encourage greater participation in international bodies, events and certifications.

STRATEGIES

- Developing a culture of excellence by establishing benchmarks at par with global standards.
- Creating quality orientation in all areas of performance.
- Updating teaching-learning processes with global standards.
- Introducing innovative academic programmes with global requirements and acceptability.
- Updating existing course curriculum with global perspective in terms of conceptual and application dimensions.
- Certification or Accreditation by International Rating Agencies.
- Participation in international academic bodies and associations through memberships, meetings and events.
- Partnering with international agencies/institutions for teaching, research, funding and experts.
- Encouraging and supporting participation in international events – conventions, seminar, conferences, workshops, training programs, short term courses, exhibitions, competitive events etc.
- Strengthening International Cell of the University to create International visibility.

CAPACITY BUILDING

Excellence is achieved through outstanding performance by competent and committed people. The University is committed to provide culture, facilities, support and freedom to its faculty and staff for unleashing their talents.

OBJECTIVES

- To benchmark and develop world class competencies for academic and administrative excellence.
- To attract, develop, reward and retain academic and administrative staff of high calibre and make DAVV a most sought after University for employment

STRATEGIES

- Attracting, rewarding and retaining talented faculty and staff to ensure quality in academics as well as administration.
- Providing opportunities and facilities for developing teaching and research skills of faculty members.
- Developing IT skills of its faculty and staff members.
- Organizing staff training for behavioral modifications and developing technical skills.
- Promoting its faculty members to participate in conferences and publish in journals.
- Sharing of research laboratories and other resources with other prominent bodies for mutual benefits.
- Encouraging contribution to knowledge by developing new content and making it available in the form of books, e-content and other learning resources.
- Providing opportunities to faculty and staff for updating themselves on a regular basis.
- Organizing social and cultural events for faculty and staff to cultivate a sense of belongingness to the University.



GOVERNANCE AND INTEGRATION

The University 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. The philosophy of 'Systems Approach' shall be the central to the work culture of the University.

OBJECTIVES

- To ensure academic, financial and administrative autonomy in the University
- To ensure participatory, transparent and good governance at all level of University

STRATEGIES

- Joining all the academic and administrative departments seamlessly
- Integrating the students' evaluation and assessment centrally for quick disposal of results
- Integrating training modules, lecture and knowledge expertise of resource persons for the benefit of all the stakeholders.
- Adhering to establish statutes, ordinances, regulations, policies and procedures of the University
- Specifying process details and checklist of documents for activity completion
- Bringing improvement and reforms in procedures, process and policies for increasing efficiency and effectiveness.
- Developing integrated facilities for sharing intellectual and physical resources.
- Developing file movement and document tracing system.
- Maintaining a central electronic database of faculty, staff and students.



INFRASTRUCTURE

The University 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. The global trends and philosophies on infrastructure development and maintenance shall be complied with as and when applicable.

OBJECTIVES

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

STRATEGIES

- Providing state of art centers of learning by providing ICT enabled classrooms library facilities, laboratories, Wi-Fi connectivity.
- Providing residential quarters for all faculty and staff, and hostels for the students.
- Adapting total preventive maintenance for electrical, mechanical and civil utilities.
- Maintaining and renovating old University infrastructure.
- Renovation of guest houses for better utilization.
- Landscaping and Beautification of campus in general for better utility to stake holders as well as society.
- 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 entity of the University. 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. Based on the positive youth development approach, it is argue that promotion of psychosocial competencies and positive mental health attributes such as resilience, emotional competence, self- understanding, and interpersonal skills is an important strategy to facilitate holistic development of University students.

OBJECTIVES

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

STRATEGIES

- Mentoring students for academic, social and career prospects.
- Organizing intellectual, academic, creative, literary, communication, presentation competitions at inter and intra departmental level.
- Making athletics, indoor and outdoor sports and a regular feature for students of the University.
- Innovating programmes and festivals for social and cultural development.
- Easy and regular access to yoga and meditation, self-management related activities.
- Popularize and implement Value Policy of the University.
- Organizing expert lectures on contemporary issues.
- Conducting student enrichment activities by assessing their individual requirements.
- Arranging for academic, cultural and industrial tours and visits.
- Instituting elective courses on art, culture, heritage, welfare and contemporary issues.

SUSTAINABILITY

The University 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

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

STRATEGIES

- Popularising, implementing and monitoring University green policy and green calendar.
- Motivating individuals, communities and businesses with environment
- Conservation initiatives
- Promoting healthy environment friendly practices by making a vehicle free zone in the campus.
- Liaisoning with public transport authorities for providing subsidized / monthly travel passes for students.
- Conserving energy by digitisation of database and all processes.
- Harnessing the use of renewable energy resources to augment the existing energy sources
- Encouraging use of green /eco-friendly products
- Developing and promoting energy saving habits such as switch off electrical devices when not in use
- Regularly conducting energy auditing and get accreditation from authorised agencies
- Developing infrastructure and systems in accordance with prevailing energy efficiency/ green Standards
- Instituting electives on sustainable development practices

SERVICE

The University 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 University planning and activities. The University has reaffirmed its commitment to the society by being an affiliating University, catering to educational needs of tribal and rural areas. It is further aiming at connect with society through various outreach programmes and extension activities.

OBJECTIVES

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

STRATEGIES

- Establishing relationship with local and regional bodies to assess their requirements and issues.
- Encouraging faculty and students to undertake socially relevant projects in their academic pursuits.
- Motivating faculty, staff and students to get associated with NGOs and support their activities.
- To sensitize all stakeholders about issues of local and regional areas and work for their resolution.
- Organizing extension activities in the areas of education, health, hygiene, child and women welfare, local governance, and national social service.
- Strengthening NSS and NCC wing of University for ensuring greater contribution to society and nation.
- Contributing to cultural development of society by promoting and celebrating important days, occasions, festivals and events.
- Developing entrepreneurial skills for managing small and medium enterprises of the region.

- 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.
- Ensuring greater participation and involvement of local bodies developmental programmes of the University.

BRANDING AND COMMUNICATION

The University has a glorious tradition of creating, advancing and disseminating knowledge with collective wisdom. In order to create international visibility, strengthen its image and establish a widespread presence of the University 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

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

STRATEGIES

- Popularizing University values, vision and mission statements by highlighting them on boards in all the departments, offices, brochures and other places of strategic importance.
- Prominently placing University logo at important places such as buildings, boundary walls, gates, stationery, souvenirs, and vehicles. Placing University flag at important locations and important events.
- Publishing University brochure both in hard copy and soft copy available on the website.
- Setting up University map at both the campuses – Nalanda and Takshashila, and direction marks for departments, offices and other facilities to guide visitors.
- Becoming member of all important institutions and associations of academic interest.
- Developing souvenirs with University name and logo for guests, visitors, alumni and stakeholders of the University
- Publishing quarterly University newsletter with contributions from University stakeholders along with developments and contributions of the University for internal and external circulation.
- Setting up a University information centre at both the campuses to help and facilitate work of students and visitors.

- Effective designing, updating and maintenance of University website for complete information, smooth navigation and operations.
- Effective use of social media such as face book, twitter and blogs for increased interaction.
- Uniformity in design of identity card, stationery and other communication material used by the University such as letterheads, envelopes, visiting cards, brochures etc in order to communicate a clear and consistent image.

In a world where technology, teaching pedagogy, sophistication of equipment etc keeps on changing / improving rapidly, the strategic plan of the University needs to be a dynamic one. Therefore, we shall be updating this document every three years



A handwritten signature in blue ink, consisting of stylized, overlapping loops and lines.