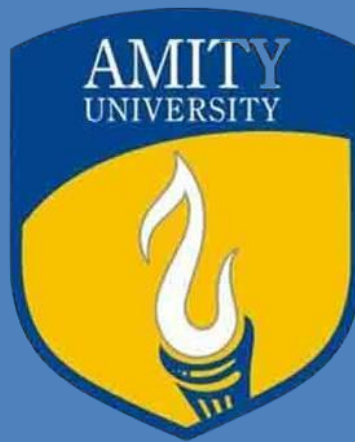# STRATEGIC PLAN
2019-24

Amity University Madhya Pradesh Gwalior

AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Airport Road, Gwalior-474005, Ph: 0751-2496000 www.amity.edu/gwalior

Internal Quality Assurance Cell

26th July 2019

Strategic Plan Review Meeting

Strategic Plan Review Meeting was done through Institutional Presentations by Heads of Instts for finalysing the plan for 2019-20 and fixing the long term plan for 2023-24, on 26-07-2019.

Subsequently a compiled Report (copy attached) at University level was prepared and presented to Management for information and record.

Encl: 5 year plan.

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Amity University Madhya Pradesh
Strategic Plan Target for 2019 – 2020 and Five Year Plan for 2023-24

Progress Review as on 30 June 2019

AUMP Compiled

26-7-2019

Strategic Area	Parameter	KPI / Performance Measure	Present Status (Year 2018-19)	Target (Year 2019-20)	Target (5 Year Plan : by 2023-24)	Action Steps	Responsibility	Progress June,19
Student Strength	Admissions	No. of admissions	638	750	1750	Positive word of mouth. Increasing alumni connect. Success story sharing of students.	HOI/Admission	Admissions on-going
Faculty Profile & Qualification	Faculty Count	Number of full time faculty	149	167	340	a. Liaise with placement cells of premier HEIs to hire fresh PhD scholars b. Build a database of qualified prospects c. Build a pipeline of 'selected' candidates who	HOI/HR	149

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					can be readily on-boarded		
	Cadre Ratio (Prof : Asso Prof: Asst Prof)	1:1:6	1:1:7	1:2:8	a. Achieve and maintain prescribed cadre ratio through hiring in deficient ranks b. Leverage experienced industry professionals who may be appointed as adjunct faculty in senior academic ranks	HOI/HR	1:1:6
	Percentage of faculty with Ph.D	53.69%	66.97%	100%	Plug talent gaps by hiring only PhD qualified candidates and encouraging present faculty (through respective HoIs) to submit their PhD	HOI/HR	53.69%
	Percentage of faculty with Industry experience	33.00%	25.14%	25.00%	Leverage experienced industry professionals	HOI/HR	33.00%

		Percentage of adjunct faculty	0	0	10%	who may be appointed as adjunct/ permanent faculty in senior academic ranks	HOI	0
Teaching Learning	Teaching Learning Resources	Percentage of faculty using ICT for effective teaching with Learning Management Systems (LMS), E-learning resources etc.	100%	100%	100%	Explore new ICT technology to improve teaching learning experience.	HOI	100%
	Curricular Enhancements	No. of Programmes revised out of total number of Programmes offered during the last three years	20	As per the requirement of Industry and the latest trends	As per the requirement of Industry and the latest trends	Trends of industry and academic environment will be analysed jointly through industry and institute interface and revisions in the existing programmmes may be done accordingly.	HOI	0
		No. of new Programmes/Courses introduced	4	As per the latest rends in the academic environment and job	As per the latest rends in the academic environment and job requirement	Trends of industry and academic environment will be analysed jointly through industry and	HOI	0

			requireme nts	s	institute interface and new programmes may be offered accordingly.		
	Number of courses having focus on employability/ entrepreneurshi p/ skill development	100%	100%	100%	with the help of academic and industry experts our focus will be to device and sustain the employability/ entrepreneurshi p and skill development features in 100% of our programmes	HOI	32
	Percentage of Programmes in which Choice Based Credit System (CBCS)/elective course system has been implemented	77	As per the requireme nt of the course and guidelines of governing bodies	As per the requirement of the course and guidelines of governing bodies	The system is already in place. We will follow the guidelines of UGC and other governing bodies in this regard and will act accordingly.	HOI	0
Students Performance	Pass percentage of students	**95.33%**	98	98	Will try to maintain the pass percentage up to 98 %.	HOI	**95.33%**
	% students < 6.5 CGPA	**33.23%**	26	16	Will help students in upgrading their	HOI	**33.23%**

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					marks and improving their CGPA.		
	% students ≥6.5 to < 8.5 CGPA	**54.47%**	44	38	Will help students in upgrading their marks and improving their CGPA.	HOI	**54.47%**
	% students ≥ 8.5 CGPA	**12.30%**	30	46	Will help students in upgrading their marks and improving their CGPA.	HOI	**12.30%**
Feedback from Stakeholders	Score or Index of feedback (Min %)	88	93	95	Avg. Student Feedback, We Will try to maintain the graph.	HOI	88
Industry Exposure	No. of Guest Lectures (in a year)	43	58	Min 1 GL/Sem/Course	Liaison with industry managers and call them for guest lectures	HOI	0
	No. of Industry visits (in a year)	26	46	Min 1 IV/ Year/Student	Liaison with industry and organise 1 industry visit in every semester in MBA, BBA & B Com	HOI	0
	Percentage of students undertaking field projects /	100	100	100	Ensure that each & every student does his/her internship	HOI	100

	internships				properly		
	No. of projects undertaken in collaboration with Industry	1	7	27	Get at least one project with industry collaboration by 2020	HOI	0
Consultancy	Revenue generated through consultancy projects (in Lakhs)	7.72	12.2	28.6	Increase the revenue generated through consultancy	HOI	0
	Revenue generated through Executive Development Programmes (EDPs) in lacs	0	4	13	Revenue can be generated once EDP is approved by academic council	HOI	0
	Revenue generated through corporate trainings in lacs	69	75	103	Increase the revenue generated through industry by increasing the industry tie up's	HOI	0
Patents / IPRs / Trademarks	No. of Patents / IPR / Trademarks filed	6	7	24			0
	No. of Patents / IPR / Trademarks granted	0	3	10			0
	No. of Patents / IPR /	1	5	13			0

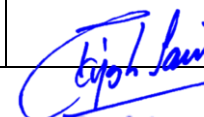|							
		Trademarks published					
		No. of Patents / IPR / Trademarks licenced	0	2	9		0
	Publication Status	No. of Scopus indexed publications	21	69	600	Motivate faculty to Publish their research paper in Scopus through Financial Assistance	HOI	3
		Citation Count (Scopus)	33	71	208	Faculty to be motivated for writing better quality papers	HOI	22
		Citation Count (Web of Science)	30	61	175			18
		No. of PhD Students graduated	3	8	42		HOI	1
Faculty Development	Faculty registered for PhD / other higher qualification	No. of faculty registered for PhD out of total number of faculty on rolls	54	54	50	Ensure the early submission of Ph.D. Recruitment of faculty with Ph.D. Only.	HOI	54
	Opportunities for professional upgradation (FDPs, skill enhancement etc.)	Percentage of faculty attending professional development Programmes	75%	80%	90%	Encourage faculty to Participate in FDP, Seminars, Conferences etc.	HOI	75%

Industry Integration	New MoUs with Industry (for internships, placements, participation in curricular development etc)	Percentage of faculty provided with financial support to attend conferences / workshops and towards membership fee of professional bodies	50%	75%	90%	To arrange more financial resources, Encourage faculty to attend conferences, workshops.	HOI	50%
		Average number of professional development / administrative training organized by the university for teaching and non teaching staff	12	14	30	Plan at least on training for teaching staff and 1 training for admin staff every year.	HOI	1
		No. of faculty awarded International fellow ships, post doctoral , etc	1	6	19	Faculty with desired qualification shall be given preference.	HOI	0
Industry Integration	New MoUs with Industry (for internships, placements, participation in curricular development etc)	No. of new MoUs signed	11	16	44	Explore new universities /professional bodies national and international to sign new MOUs.	HOI	1
		No. of centres set up (Centre for excellence)	5	9	18	Plan to establish a center of excellence for entrepreneurshi	HOI	4

						p.	
		No. of Entrepreneurship centres	2	6	11	To increase the level of activities and scope of entrepreneurship center.	HOI	1
Accreditations & Rankings	Participation in global / Indian rankings	NIRF	Not ranked	Target for Top 100	Target for Top 50	1. Increase the no of Faculty with Ph.D 2. Quality publication by Faculty 3. Increase the outreach of Department	HOI	To apply
		QS/THE World Ranking	Not ranked					
		NAAC	Not ranked	Preparing for		Working in the direction to apply for NAAC		Preparing for
		NBA	Not ranked					
		Any other Ranking agency?	Yes	Yes	Yes			

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Student Support & Progression	Student Placement	Percentage of graduating students placed (UG+PG)	99%	99%	100%	**Identifying Top Students** In order to fulfil the man-power requirements from the top 20 companies, students with good academic scores, communication skills would be identified by the faculty mentors along with Placement division. **Average Package Increase** the benchmark this year by introducing entry level CTC parameter of Minimum Package of 3 Lacs which will ensure niche profiles and will finally lead to increase the average salary package.	TEAM CRC	99%

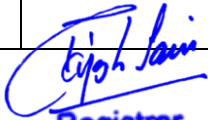|							
						Focus on Bulk Recruiters Companies who recruit the students in multiple numbers will have to be invited in the first phase of campus placements starting from November'12 in order to reach maximum number of placements **PAN India Placement** Campus will target all major metros to ensure PAN India placements. Targeted metros will be Delhi NCR, Mumbai, Hyderabad, Bangalore and Chennai and Kolkata. Rigorous travel to start for these locations from	

			Aug – Sept **Outreach to Overseas Market** Efforts are being made to get the students placed at the international level by tapping the clients in UAE & Singapore.		
Median Salary	3.40 Lac	4.00 Lac	6.00 Lac			3.40 Lac
Highest Salary offered Lowest Salary offered	INR. 7.50 Lac (Highest) INR. 1.80 Lac (lowest)	INR. 10.00 Lac & INR. 2.00 Lac	INR. 19.00 Lac & INR. 4.50 Lac	We have started ear marking students who are capable to crack interviews of companies offering Annual	TEAM CRC	INR. 7.50 Lac (Highest) INR. 1.80 Lac (lowest)

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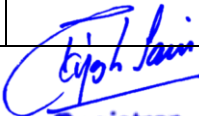|					CTC of INR. 10.00 Lac or Above. University will work upon these students for whole one year so that the possibility / probability of highest package is more rational		
Students opting for higher studies	Percentage of students selected for Higher studies	31	32	43	Convert these students to take admission for higher studies in Amity university.	HOI	31
Entrepreneurship	Entrepreneurship - Number of sustained spin-off companies	4	17	74	Students will be motivated to start new start-ups	HOI	0
Skills Enhancement Initiatives	No. of skills enhancement initiatives undertaken	26	43	108	Skill enhancement initiative shall be started for each and every class.	HOI	4
Alumni Association	Alumni Association - Outcomes	0	5% placements	20% placements	Alumni association to be leveraged for placements.	HOI	0

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Internationalisation	No. of students - SAP	12	22	48	Interaction and experience sharing session of SAP students with the seniors who have previously gone for semester abroad program and informing them about the benefits of the program.	HOI	12
	No. of students - Exchange programmes	0	2	8	International Office at AUMP will approach Universities of International Repute to sign MoU's which will increase the international students studying at campus	HOI	0
	No. of 3C programme students	1	6	20	Students will be informed about the 3 C programs in the induction/orientation program organized for new students by Director International office.	HOI	1

		No. of international faculty	0	3	9	Students will be motivated by informing them about the benefits of the program.	HOI	1
Outreach and Inclusivity	Region Diversity	Percentage of Students from other States	30	36	42	To increase the promotion in near by towns of UP, Rajasthan adjoining to Gwalior.	HOI/Admission	
		Percentage of Students from other Countries	0	2	3			
	Women Diversity	Percentage of Women Students	55	57	63	Increase approach in Girls schools, colleges.	HOI/Admission	
Financial Resources and their Utilization	Annual Capital Expenditure per Student							
	Annual Operational (Recurring) expenditure per Student							
Infrastructure & Learning Resources	Physical Facilities (Classrooms , Seminar Halls, Collaborative Research spaces, Auditoriums, Labs, recreation facilities etc)	No. of ICT enabled Teaching facilities	70 Classrooms, 2 Seminar Hall, 1 Audi, 50 Labs, 3 Libraries, 1 Hall in for	Facilities will be added as per requirement	Facilities will be added as per requirement	To ensure 100% utilization of resources for overall development of students. Explore new ICT Technology for better teaching and learning	HOI	70 Classrooms, 2 Seminar Hall, 1 Audi, 50 Labs, 3 Libraries, 1 Hall in for Recreation Bk-A, 3 TV Halls in

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			Recreation Bk-A, 3 TV Halls in Hostels			environment.		Hostels
Perception	Public and Peer Perception	Activities	At present, collecting Student's and Parent's feedback.	To collect the feedback from all stakeholders	To collect the feedback from all stakeholders	To collect Student feedback, Employees feedback ,Public feedback, Peer feedback at regular interval.	HOI	At present, collecting Student's and Parent's feedback.