

Institutional Development Plan Document – Vision 2030.

AMITY UNIVERSITY MAHARASHTRA
Strategic Plan Document

Vision 2030



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Preamble:

This Strategic Plan document has been created to systematically outline a comprehensive growth plan for the university, utilizing a 360-degree approach. It will monitor the university's progress over the next fifteen years, starting from 2015, and will be known as the "Strategic Plan Document Vision 2030." This document will serve as a reference and benchmark for tracking the university's progress in achieving specific targets across various dimensions, including Admissions, Academic Excellence, Accreditation and Ranking, Faculty Development, Industry Integration, Research & Publications, Funded Research Projects, Patents/IPR/Trademark, Student Support & Progression, Corporate Relations & Placement, Internationalization, Infrastructure & Learning Resources, Extension Activities, IQAC, and the development of the Library & Information Centre.

The Strategic Plan focuses on the following fifteen Strategic Areas:

1. Admissions
2. Academic Excellence
3. Accreditation and Ranking
4. Faculty Development
5. Industry Integration
6. Research & Publications
7. Funded Research Projects
8. Patents/IPR/Trademark
9. Student Support & Progression
10. Corporate Relations & Placement
11. Internationalization
12. Infrastructure & Learning Resources
13. Extension Activities.
14. IQAC
15. Library & Information Centre

1. Admissions

Student admissions at the undergraduate, postgraduate, and PhD levels are planned based on the availability of infrastructure and faculty recruitment, ensuring an appropriate faculty-to-student ratio. A systematic plan will be established to manage this process effectively, including developing curricula for certificate courses tailored to meet job market demands.

1.1 Admission targets for the UG, PG, PhD and Certificate Courses

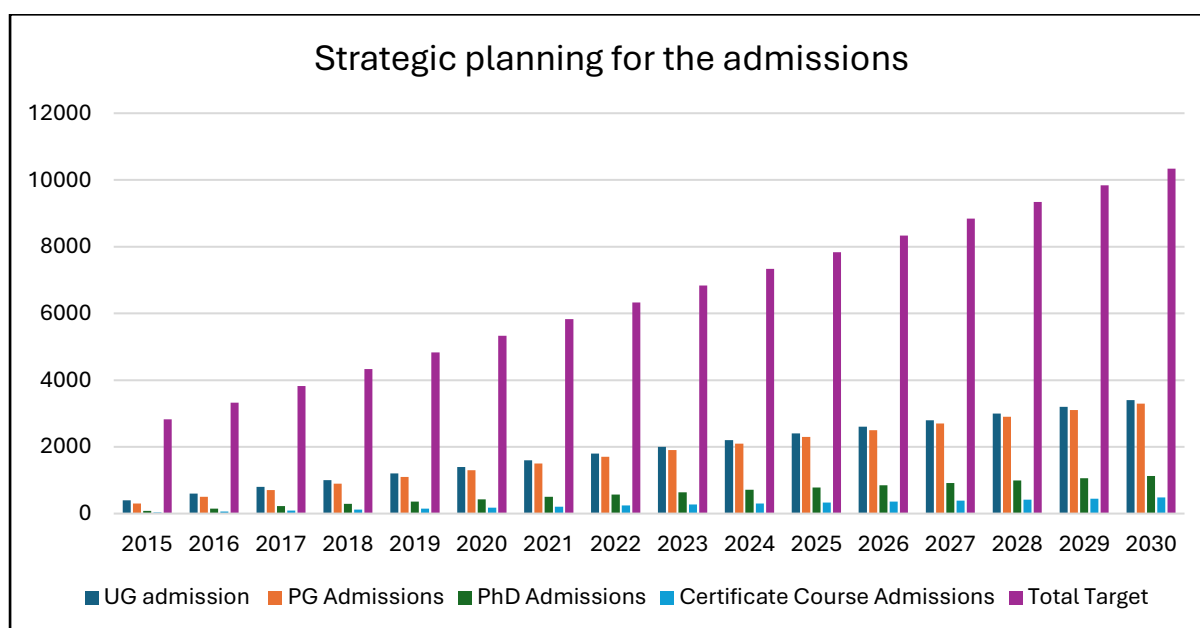


Figure 1: Projection for the admission year-wise till the year 2030.

Table 1: Projections for the Admissions till 2030

Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030
UG admission	400	600	800	1000	1200	1400	1600	1800	2000	2200	2400	2600	2800	3000	3200	3400
PG Admissions	300	500	700	900	1100	1300	1500	1700	1900	2100	2300	2500	2700	2900	3100	3300
PhD Admissions	80	150	220	290	360	430	500	570	640	710	780	850	920	990	1060	1130
Certificate Course Admissions	30	60	90	120	150	180	210	240	270	300	330	360	390	420	450	480
Total Target	2825	3326	3827	4328	4829	5330	5831	6332	6833	7334	7835	8336	8837	9338	9839	10340

The strategic plan aims not only to increase admissions but also to enhance student diversity and attract high-achieving scholars. Additionally, the plan seeks to increase the number of international students, taking into account the diversity of nationalities represented.

1.2 Funds allocation for admission and marketing

Funds are strategically allocated each year to achieve the projected admissions. These funds are utilized for digital marketing, admission marketing events, educational fairs, and other promotional activities. Additionally, resources are set aside for advertisements in newspapers and billboards at various locations.

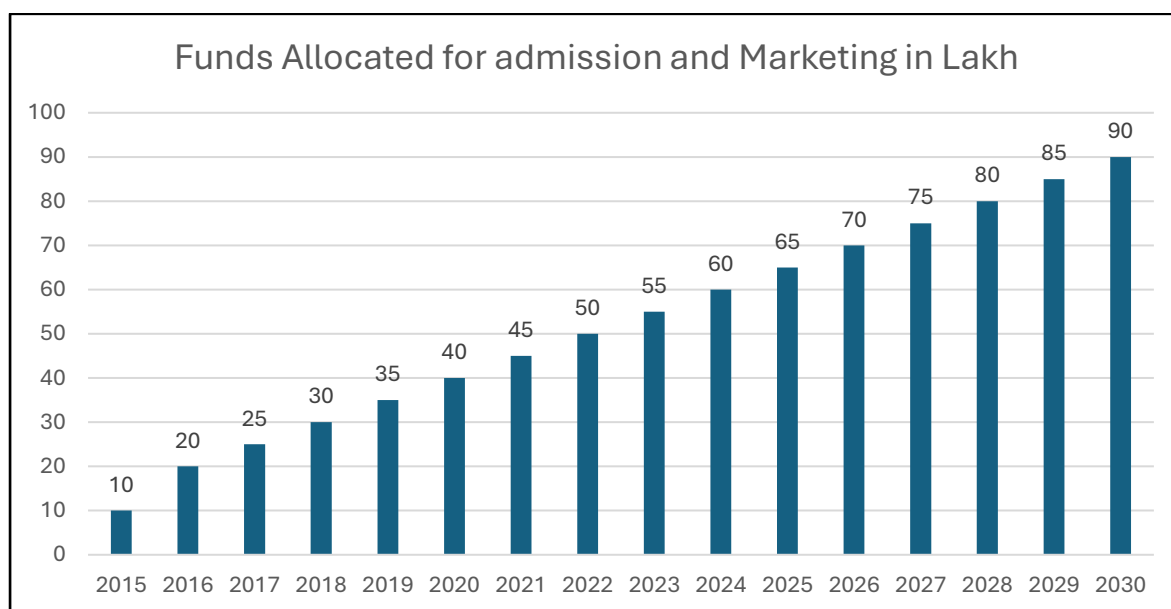


Fig 2: Year wise funds allocation for the admission and marketing.

1.3 Admission Counsellor Appointment Target

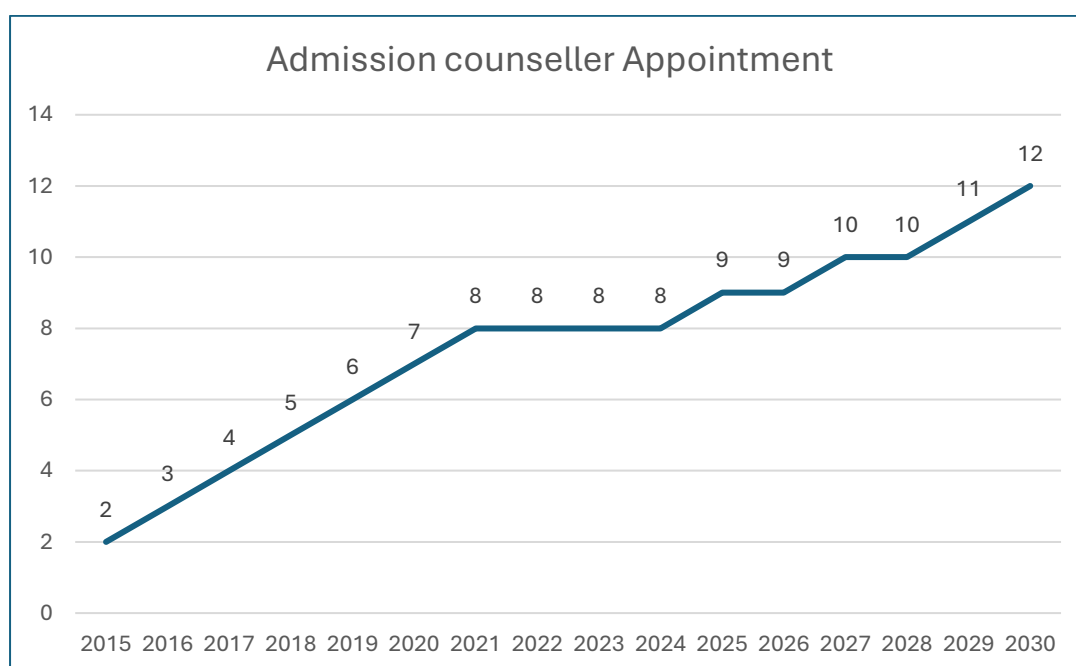


Fig. 3 Appointment of admission counselors

The planning and management of the various leads received from different sources require a coordinated effort from admission counselors and faculty members. Admission counselors play a crucial role in handling inquiries, guiding prospective students through the application process, and providing information about the university's programs and offerings. Their expertise in communication and understanding of the admissions process helps convert leads into actual enrollments..

2. Academic Excellence

2.1 Creating network of professors

The strategic plan involves each Head of Institution (HOI) and faculty member creating a contact list of at least five such professors. This exchange of best practices in academics will contribute to achieving excellence within the university.

All schools need to establish a network of academic professors from various universities in India and abroad. This network aims to broaden the scope of research and facilitate the exchange of information about academic excellence. By connecting with professors from other institutions, the university can enhance its reputation and share best practices.

Professors within this network can be invited to participate in various activities, such as serving on boards of studies, research committees, and academic councils, conducting examinations, evaluating project viva, and collaborating on book writing and research publications. A central database will be maintained to store information about these professors, including their affiliations, email addresses, mobile numbers, and areas of expertise.

2.2 Newsletter preparation by each school.

The goal is for each school to produce a newsletter at least once a year, featuring articles and student achievements. This initiative aims to enhance the visibility of the schools and the university, thereby improving their academic reputation. In the future, the frequency of publication is expected to increase, with newsletters being released twice a year and eventually four times a year.

As part of the strategic plan, the newsletters or magazines produced by each school are targeted to eventually obtain ISBNs. The quality of these publications should continually improve in terms of content, design, and imagery. The newsletters will also provide students with an opportunity to share their thoughts and express their visions for career progression.

2.3 International Adjunct Professor Appointment

The initial target is to appoint an international adjunct professor at least once a year. Each school should engage with esteemed researchers or Professor emeritus to foster connections that can result in significant outcomes, including research collaborations, academic partnerships, the sharing of best practices, potential

memorandums of understanding, and the organization of international conferences, workshops, and joint research project submissions.

Connecting students with international universities can provide opportunities for higher education, research, and knowledge exchange, enhancing their ability to think creatively and innovatively. Exposure to diverse cultural, societal, and regional perspectives fosters empathy and a deeper understanding of the challenges and opportunities in their career paths.

2.4 Use of Learning Management System.

The target is to integrate the Learning Management System (LMS) into the daily teaching and learning processes across the university. This system is designed to enhance the educational experience by providing a centralized platform for course materials, communication, and assessment.

By utilizing the LMS, the university aims to create a life-long learning environment where students can access study materials anytime and anywhere. This includes lecture notes, reading materials, multimedia resources, and other essential content that supports their learning journey. The availability of these resources on the LMS ensures that students have continuous access to educational content, enabling them to learn at their own pace and review materials as needed.

Additionally, the LMS will be used to conduct and evaluate quizzes, assignments, and other assessments. This digital approach not only streamlines the evaluation process but also provides immediate feedback to students, helping them to understand their strengths and areas for improvement. The system allows for a more interactive and engaging learning experience, with features like discussion forums, online quizzes, and collaborative projects, fostering a more dynamic and interactive educational environment.

2.5 Use of Bloom's Taxonomy and outcome-based Education

All schools at AUM are expected to incorporate the various levels of Bloom's Taxonomy during the teaching learning process. This approach ensures that assessments are aligned with the course outcomes and program objectives, emphasizing higher-order thinking skills. Achieving these objectives will ultimately enhance the career outcomes for students.

2.6 Revision in Curriculum

The curriculum of each program at the university undergoes necessary and timely revisions to ensure it remains relevant and aligned with current industry demands. This process involves thorough review and approval by statutory bodies, such as the Board of Studies and the Academic Council.

The Board of Studies, consisting of experienced faculty members and external experts, evaluates the existing curriculum and suggests updates to reflect the latest developments in the field. These recommendations are then reviewed and approved by the Academic Council, ensuring that the curriculum meets academic standards and industry requirements.

To keep the programs up-to-date and responsive to the evolving job market, it is expected that at least 15% of the curriculum in each program is revised annually. These revisions may include the introduction of new courses, the removal of outdated content, and the integration of new technologies and methodologies. By doing so, the university aims to provide students with a cutting-edge education that equips them with the skills and knowledge needed for their future careers.

Additionally, this regular updating of the curriculum helps ensure that graduates are well-prepared to meet the challenges of the modern workforce, increasing their employability and enhancing the university's reputation as a leader in higher education

2.7 Maintaining Faculty Student Ratio

To ensure smooth functioning and achieve excellence in academics, the university aims to maintain a Faculty-to-Student Ratio (FSR) of 1:15 at each school level. This ratio is considered optimal for providing high-quality education and personalized attention to students, allowing faculty members to engage more effectively with each student.

Maintaining a 1:15 FSR involves careful planning and coordination between academic departments and the Human Resources (HR) section. The HR team plays a crucial role in this process by actively searching for and recruiting qualified faculty members to meet the staffing needs of each school. The recruitment process is thorough and competitive, ensuring that only highly skilled and experienced educators join the faculty.

This balanced ratio allows faculty members to focus on individual students' needs, foster interactive learning environments, and offer tailored support and guidance. It also enables faculty to engage in research activities, curriculum development, and professional growth, all of which contribute to the overall academic excellence of the institution.

Additionally, a low FSR supports smaller class sizes, which are beneficial for student learning and engagement. It facilitates more meaningful classroom discussions, increases opportunities for hands-on learning, and enhances the overall educational experience. By adhering to this FSR, the university ensures that students receive a high standard of education and are well-prepared for their future careers.

3. Accreditation and Ranking

The university plans to establish a dedicated Ranking and Accreditation Cell in collaboration with the Internal Quality Assurance Cell (IQAC). This cell will be instrumental in guiding the institution's efforts to achieve and maintain high standards in education, research, and overall institutional performance. Each school within the university will appoint a faculty member to serve as a representative in this committee, ensuring that the unique strengths and needs of each academic discipline are addressed.

The primary function of the Ranking and Accreditation Cell will be to monitor and analyze the criteria set by various ranking agencies and accreditation bodies. This includes understanding the specific metrics and requirements that influence rankings and accreditations, such as academic reputation, research output, student satisfaction, graduate employability, international collaborations, and community engagement.

By identifying these requirements, the cell will provide strategic insights and recommendations to the university's leadership and individual schools. This information will be crucial for planning future initiatives, such as organizing academic and research events, enhancing placement opportunities, increasing research publications and citations, and fostering collaborations with other institutions and industries.

The Ranking and Accreditation Cell will also play a key role in data compilation

and analysis, ensuring that the university's achievements are accurately recorded and reported. This data will be used to assess the institution's performance against benchmarks and identify areas for improvement. Furthermore, the cell will provide feedback and guidance to various university verticals, including academic departments, administrative units, and support services, to align their activities with the broader goals of enhancing the university's ranking and accreditation status.

Overall, the creation of this cell underscores the university's commitment to continuous improvement and excellence. By systematically addressing the criteria set by ranking and accreditation bodies, the university aims to enhance its reputation, attract top talent, and provide a superior educational experience for its students, ultimately contributing to their future success.

3.1 Private Rankings and Surveys

The university is committed to participating in various national and international ranking systems, such as the India Today Ranking, THE Week-Hansa Ranking, B-School Ranking, and other similar assessments. This initiative is part of a broader strategy to enhance the university's visibility, reputation, and competitiveness in the higher education landscape.

Participation in these rankings serves multiple purposes:

- **Benchmarking Performance:** Rankings provide a framework for the university to benchmark its performance against other institutions. By participating, the university can identify its strengths and areas for improvement in various domains, such as academic quality, research output, faculty qualifications, infrastructure, student satisfaction, and graduate employability.
- **Strategic Planning:** The data and insights gained from rankings help in strategic planning and decision-making. The university can use this information to prioritize initiatives, allocate resources effectively, and implement policies that align with its long-term goals. For example, understanding the criteria used by these rankings can inform curriculum development, research priorities, faculty recruitment, and student support services.
- **Attracting Talent:** High rankings enhance the university's appeal to prospective students, faculty, and researchers. They signal a commitment to quality education and research, making the university an attractive destination for top talent. This, in turn, can lead to increased applications, better student and faculty quality, and a stronger academic community.
- **Enhancing Reputation:** Achieving a strong position in recognized rankings helps build the university's brand and reputation. It increases visibility among key stakeholders, including potential students, parents, employers, and academic peers. A good ranking can also boost alumni pride and engagement, as well as foster partnerships with other institutions and industries.
- **Fostering Accountability and Improvement:** Rankings often include metrics

related to student outcomes, such as graduation rates, job placement rates, and alumni success. By focusing on these metrics, the university can improve its accountability and ensure that it delivers value to its students and other stakeholders.

The university's involvement in these rankings will involve a coordinated effort from various departments, including the Ranking and Accreditation Cell, academic schools, and administrative units. This collaborative approach will ensure that accurate data is collected, reported, and analyzed to present a true reflection of the university's capabilities and achievements.

In summary, participating in rankings like India Today, THE Week-Hansa, B-School Ranking, and others is a strategic move to position the university as a leader in higher education. It reflects the institution's commitment to excellence and continuous improvement, benefiting not only the university community but also its wider network of stakeholders.

3.2 Government Rankings and National Accreditation

The university should actively engage in various rankings conducted by the Indian government and seek important accreditations. Achieving accreditations such as NAAC, NBA, and others will greatly benefit the university.

3.3 International Rankings and Accreditation

The university is expected to participate in global rankings such as QS World University Rankings, QS Asia Rankings, QS Rankings on Sustainability, Young University Rankings, THE World University Rankings, Shanghai World University Rankings, and World University Rankings for the Sustainable Development Goals. Additionally, the engineering programs should aim to achieve accreditation from ABET and recognition under the Washington Accord. The Management programs should aspire for the triple crown.

4. Faculty Development

The university is committed to fostering a culture of continuous learning and professional development among its faculty members. To this end, the institution will organize capacity-building programs that address various aspects of academic and professional growth. A key component of these programs will be orientation sessions for newly joined faculty members, held once every two months. These orientations will provide new faculty with an introduction to the university's mission, vision, policies, and academic culture, as well as guidance on effective teaching methodologies, research opportunities, and administrative processes.

To further support faculty development, the university will allocate funds for in-house Faculty Development Programs (FDPs) tailored to the specific needs of each school. These FDPs will cover a range of topics, including pedagogical strategies, curriculum design, research skills, use of technology in education, and leadership development. Additionally, there will be common FDPs that bring together faculty members from different schools to share best practices, foster interdisciplinary

collaboration, and build a cohesive academic community.

Beyond in-house programs, the university will strategically allocate funds to encourage faculty members to pursue advanced training and professional development outside the institution. This may include attending national and international conferences, workshops, seminars, and specialized training programs in their respective fields. By providing financial support for these activities, the university aims to help faculty stay current with the latest developments in their disciplines, expand their professional networks, and enhance their teaching and research capabilities.

This strategic investment in faculty development is expected to yield several benefits. It will improve the quality of education offered to students by ensuring that faculty members are well-equipped with the latest knowledge and skills. It will also enhance the university's research output, as faculty members engage in cutting-edge research and publish their findings. Moreover, it will contribute to the university's reputation as a leading institution committed to academic excellence and innovation.

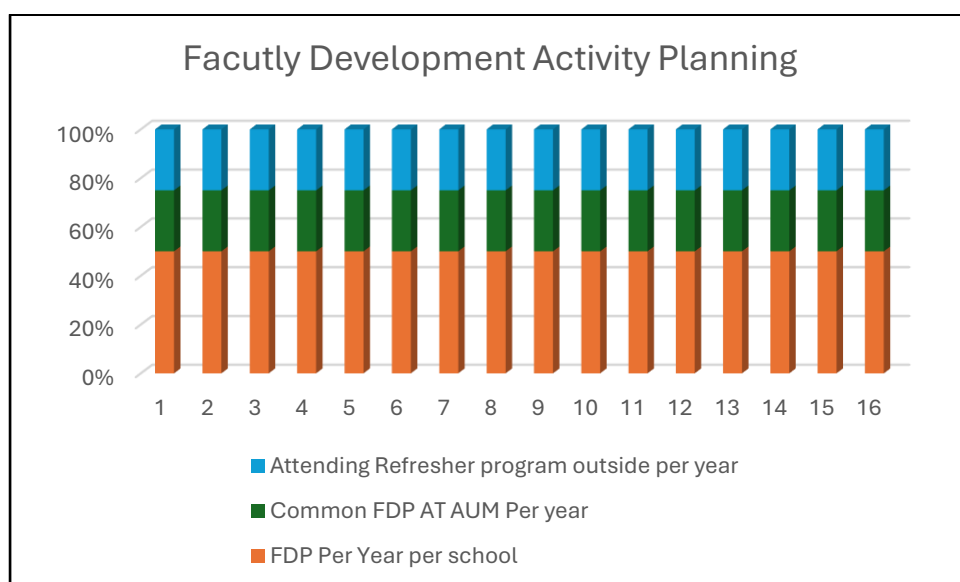


Fig. 4: Faculty Development Activity Planning 2015-2030

Table 2: Faculty Development strategic planning

Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030
FDP Per Year per school	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Common FDP AT AUM Per year	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Attending Refresher program outside per year	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

4.1 Skills to be developed.

Each school within the university is expected to organize domain-specific Faculty Development Programs (FDPs) tailored to their unique academic disciplines. These FDPs will focus on enhancing the knowledge and skills of faculty members in their specific fields, addressing the latest advancements, teaching methodologies, and research developments pertinent to their areas of expertise.

To ensure regular and structured professional development, each school will be provided with the provision to conduct one FDP per semester. This scheduling allows for consistent updates and improvements in faculty competencies, keeping them aligned with current trends and innovations in their disciplines. These programs will be designed to address both foundational and emerging topics, ensuring that faculty members remain at the cutting edge of their fields.

Table 3: Funds provisions for each school.

Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030
Funds per school for FDP in Thousands	30	30	30	30	30	30	30	30	80	80	120	120	120	120	120	120
Funds for attending Conferences per school in Thousands	50	50	50	50	50	50	80	80	80	80	120	120	120	120	120	120
Funds for Faculty Certifications Courses in thousand	30	30	30	30	30	30	40	40	40	40	40	40	40	40	40	40

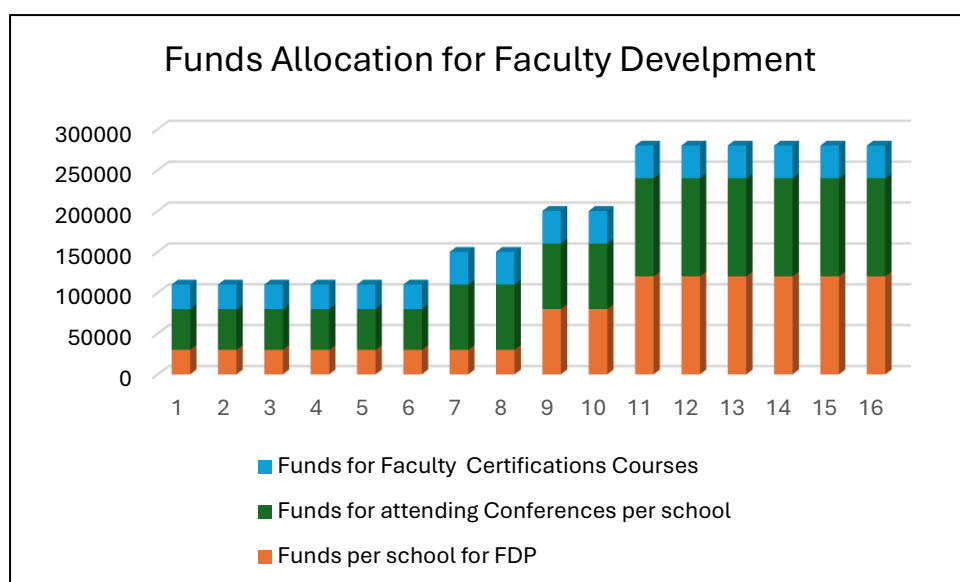


Fig. 5: Year-wise funds allocation from 2015-2030.

5. Industry Integration

The integration of industry expectations and academic curricula is crucial for bridging the gap between education and the real-world skills required by employers. To achieve this, Amity University Maharashtra (AUM) actively engages in signing Memorandums of Understanding (MoUs) with industry leaders and organizations. These partnerships are designed to bring industry expertise and insights directly into the academic environment, thereby enhancing the relevance and quality of the education provided.

Strategic Collaborations and Initial Successes

AUM has already established notable collaborations with prominent industry players such as Tata Technologies, the Royal Institute of Chartered Surveyors (RICS), and the Confederation of Indian Industry (CII). These partnerships have resulted in the establishment of industry-driven laboratories, specialized undergraduate programs in engineering, and postgraduate programs in management. These initiatives have been successful in providing students with hands-on experience and exposure to industry standards and practices.

Expanding and Strengthening Industry Partnerships

The strategic vision of AUM is to not only strengthen existing industry-driven programs but also expand the network of MoUs with additional industry partners. This involves identifying potential partners that can contribute to the academic and professional growth of students and faculty. The goal is to bring more industry-specific expertise, resources, and opportunities into the campus, thus enhancing the overall educational experience.

Vision for Converting MoUs into Tangible Outcomes

Signing MoUs is the first step toward meaningful collaboration; however, it is equally important to translate these agreements into tangible outcomes. AUM aims to:

Develop New Industry-Driven Programs: The university plans to introduce new certificate and full-fledged academic programs under these MoUs, tailored to meet the evolving demands of various industries. These programs will be co-designed with industry experts to ensure they are aligned with the latest technological advancements and market needs.

Establish Industry-Specific Laboratories and Centers: To facilitate practical learning and research, AUM will set up additional industry-specific laboratories and research centers. These facilities will be equipped with state-of-the-art technology and will serve as hubs for innovation and applied learning.

Foster Research and Development: The university will encourage joint research projects between faculty, students, and industry partners. This collaboration will not only enhance the research capabilities of the university but also provide real-world solutions to industry challenges.

Enhance Career Readiness: By involving industry professionals in curriculum design, guest lectures, workshops, and mentorship programs, AUM aims to better prepare students for the workforce. This includes providing students with internship opportunities, industry projects, and career counseling.

Measure and Evaluate Impact: Each school within AUM will be tasked with developing a plan to evaluate the impact of these MoUs annually. This includes assessing the success of industry-driven programs, student placements, research outputs, and the overall enhancement of the academic curriculum.

Annual Planning and Goal Setting

To systematically achieve these objectives, each school within AUM will create an annual plan that outlines the steps for engaging with industry partners and implementing new programs. This plan will include identifying potential industry partners, defining the scope of collaboration, and setting specific goals for each academic year. The university's leadership will support these initiatives by providing the necessary resources and infrastructure.

Table e 4: Industry integration Targets.

Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030
Signing MOU per School	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
Running Industry Expert Certificate Program	1	1	1	1	1	1	2	2	2	2	2	2	4	4	4	4
Running Industry Driven programme	5	5	5	5	5	5	5	5	5	5	7	7	7	7	7	7

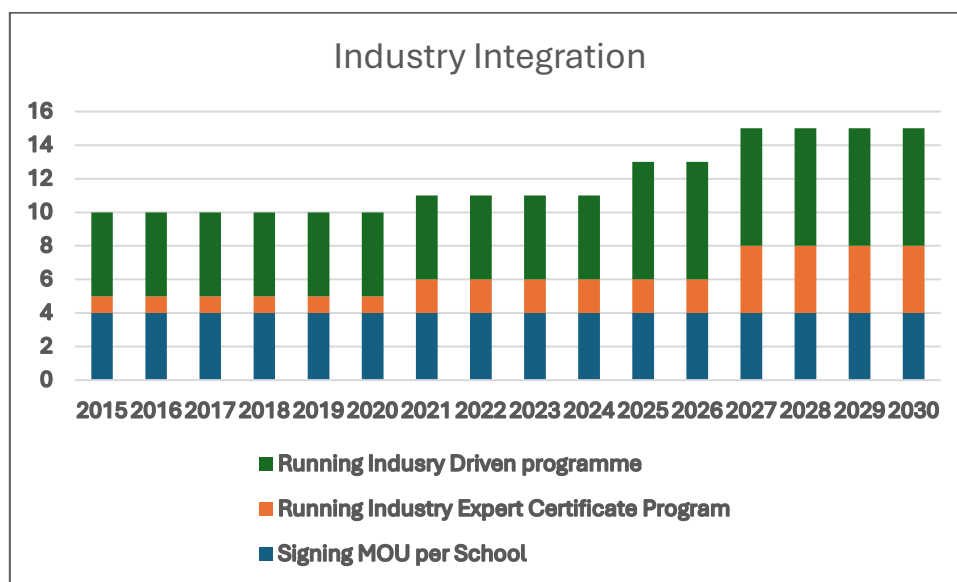


Fig. 6: Industry integration Plan over ten years.

6. Research and Publications

Conducting research is a cornerstone of academic excellence and plays a critical role in the overall educational experience. It enriches classroom teaching, enhances the profile of students, and significantly contributes to the reputation of the institution.

Importance of Research in Classroom Teaching

Integration of Latest Knowledge: Research allows faculty members to stay abreast of the latest developments and innovations in their fields. By incorporating cutting-edge research findings into the curriculum, educators can provide students with up-to-date information, theories, and methodologies. This not only enhances the quality of education but also stimulates critical thinking and curiosity among students.

Real-World Applications: Research often involves practical applications and problem-solving approaches that can be directly transferred to classroom teaching. Faculty members can use case studies, research projects, and empirical data from their own work to illustrate complex concepts, making learning more engaging and relevant.

Skill Development: Engaging in research helps students develop essential skills such as critical analysis, problem-solving, data interpretation, and scientific writing. These skills are invaluable not only in academic pursuits but also in various professional fields.

Enhancing Student and Institutional Profiles

Student Publications: Involving students in research projects and co-authoring publications provides them with a unique opportunity to contribute to the academic community. Publications in reputable journals or conference presentations can significantly enhance a student's profile, making them more competitive for scholarships, higher education opportunities, and job placements.

Institutional Reputation: A robust research output contributes to the overall academic reputation of the institution. The quality and quantity of research publications are key metrics used by international ranking agencies to evaluate universities. High-impact research, demonstrated through reputable journals and conferences, can elevate the institution's standing globally.

Impact of Research Publications

Citations and Impact Factor: The influence of research publications is often measured by citations, which indicate how frequently other researchers reference a particular work. High citation counts reflect the relevance and impact of the research. The i10-index and h-index are additional metrics used to assess the productivity and citation impact of individual researchers and institutions. The i10-index counts the number of publications with at least ten citations, while the h-index measures both productivity and citation impact, providing a more comprehensive evaluation.

Institutional Metrics: Beyond individual achievements, collective research output, and impact metrics like institutional citations, aggregated h-index, and other bibliometric indicators contribute to the university's overall academic standing.

These metrics are crucial for rankings in various international platforms, such as the QS World University Rankings, Times Higher Education Rankings, and others.

Research Funding and Collaboration: A strong research profile can attract funding from government bodies, private sector organizations, and international agencies. It also fosters opportunities for collaborations with other universities and research institutions worldwide, leading to joint research projects, exchange programs, and knowledge-sharing initiatives.

AS part of the strategic plan, robust support structures to facilitate research, including dedicated research offices, funding opportunities, and administrative assistance. Providing access to state-of-the-art laboratories, research tools, and resources is planned for conducting high-quality research.

Encouraging faculty and students engaged in research are incentivised through grants, awards, and recognition can boost research activity. Creating a culture that values and rewards research contributions is vital for sustained academic growth.

Regular workshops, seminars, and training programs will be conducted for faculty and students to develop research skills. These capacity-building activities are crucial for fostering a research-oriented mindset and ensuring that the university remains at the forefront of academic and technological advancements.

The University has set ambitious targets which are given below.

Table 5: Research Publication targets.

Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030
Scopus Publications	2	2	2	2	2	2	2	2	2	2	3	3	3	3	3	3
WOS Publications per faculty	2	2	2	2	2	2	2	2	2	2	3	3	3	3	3	3
High Impact Factor Publications per School	5	5	5	5	5	5	5	5	5	5	7	7	7	7	7	7
International Collaborations for the Publications per school	5	5	5	5	5	5	5	5	5	5	7	7	7	7	7	7
Citations of the University Publications.	500	600	700	1000	1500	1500	1500	1500	2000	2000	2000	3000	3000	3500	3500	3500

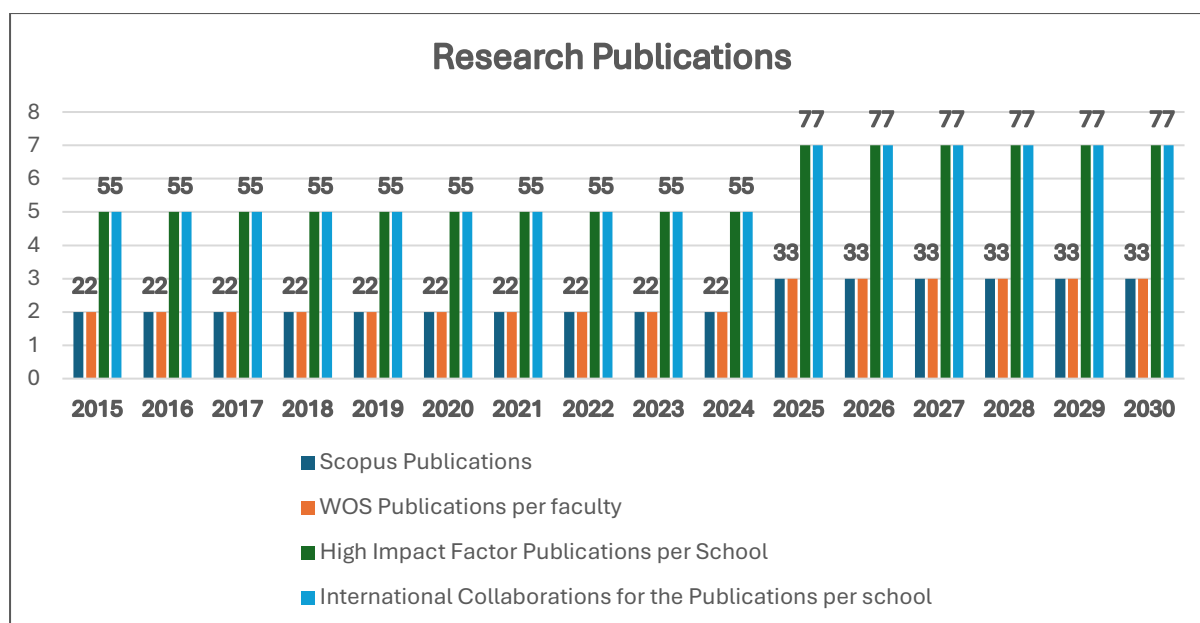


Fig. 7: Research publications targets for each school and each faculty.

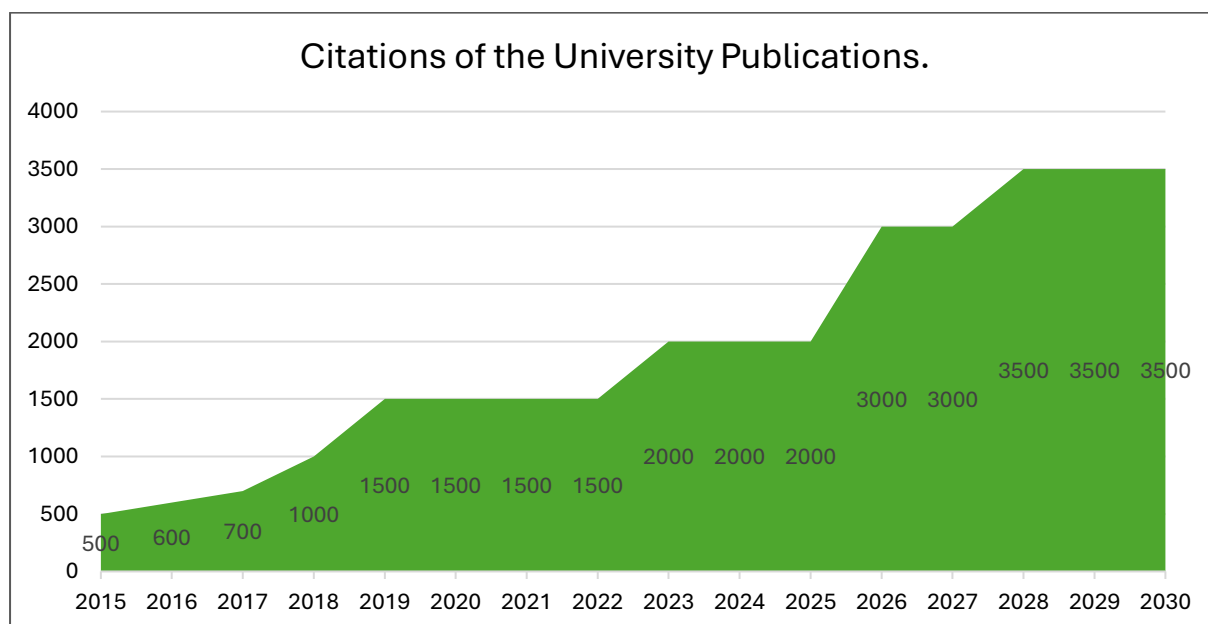


Fig. 8 : Citation Target per year for the publications affiliated to AUM

7. Funded Research Projects

The submission and successful acquisition of funded research projects provide valuable learning experiences for faculty members. The strategic plan outlines a ten-year target for securing such projects, aiming to enhance research capabilities and institutional growth.

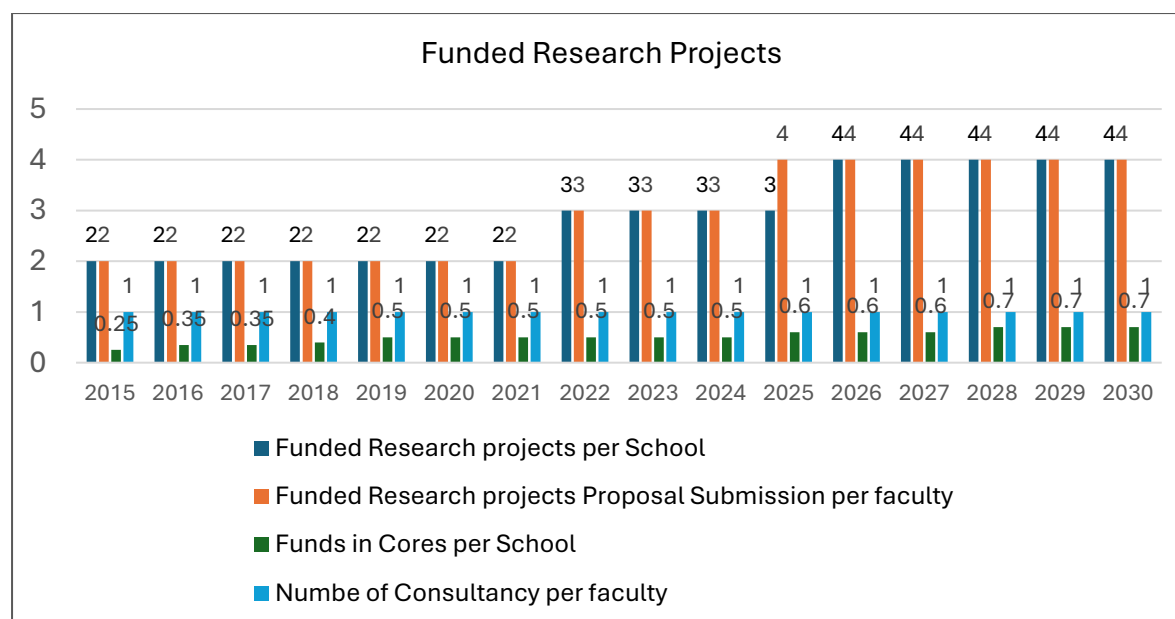


Fig. 9- The research project submission and winning of the funds target till 2030.

8. Projection on IPRs

Table 6: IPR Filing targets and Strategies.

Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030
Patents Filing per faculty	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Copyright Filing per faculty	2	2	2	2	2	2	2	3	3	3	4	4	4	4	4	4
Design filing per faculty	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Trademark Filing per faculty	1	1	1	1	1	1	2	2	2	2	2	2	2	2	2	2

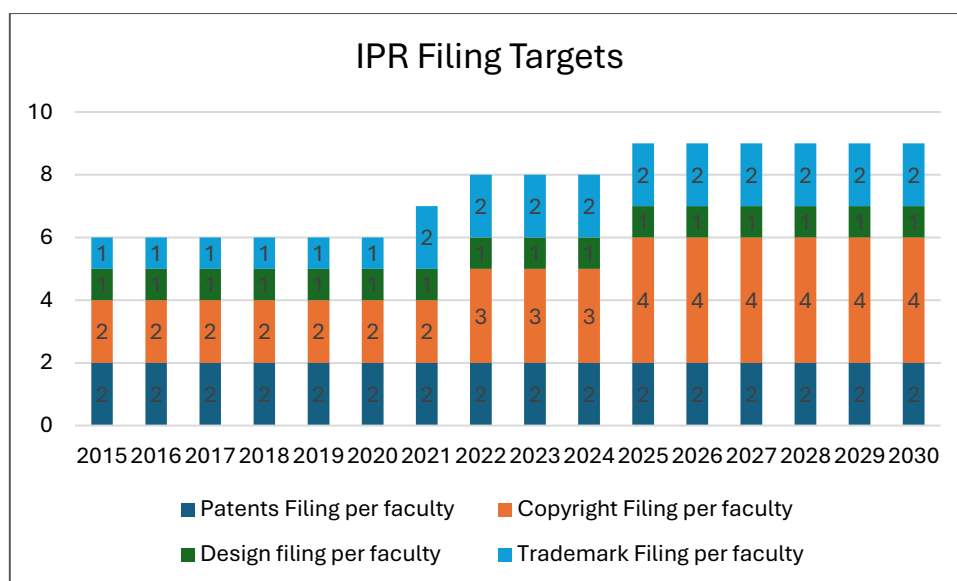


Fig. 10: The IPR filing targets over ten years.

Table 7: IPR Publication Targets.

Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030
Patents Publication per faculty	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Copyright Publication per faculty	2	2	2	2	2	2	2	3	3	3	4	4	4	4	4	4
Design Publication per faculty	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Trademark Publication per faculty	1	1	1	1	1	1	2	2	2	2	2	2	2	2	2	2

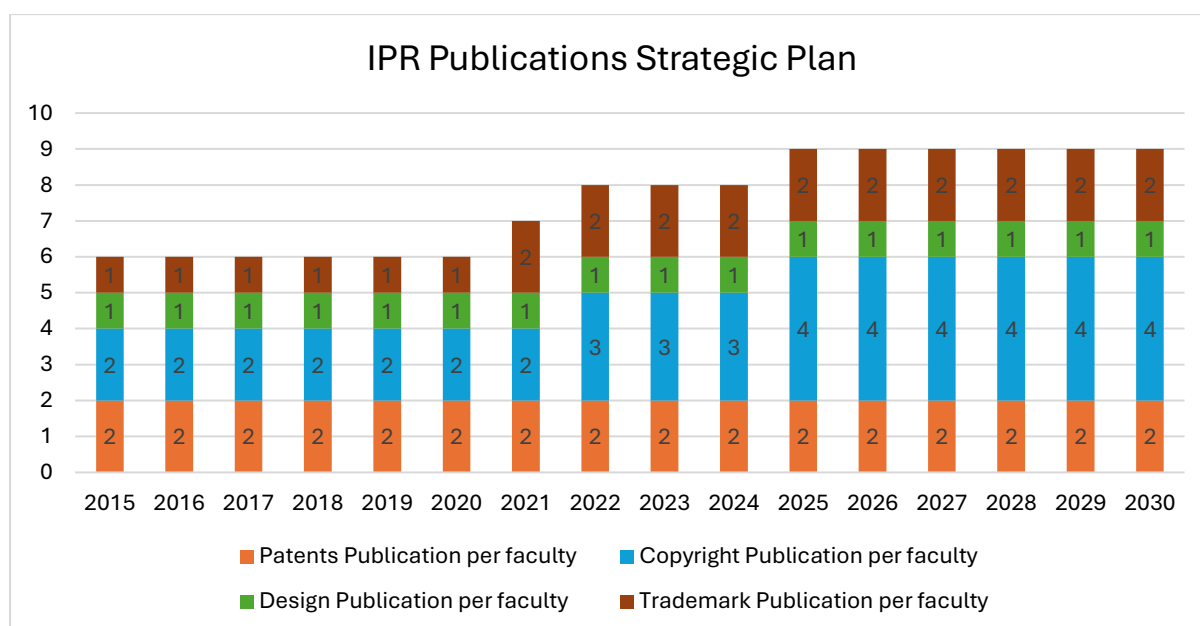


Fig.11. IPR Publication Strategies and targets for the faculty member and each

school

Table 8: IPR Granting Targets.

Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030
Patents Granting per faculty	0	0	1	2	2	2	2	2	3	3	3	3	3	3	3	3
Copyright Registration per faculty	0	0	1	2	2	2	2	3	3	3	3	3	3	3	3	3
Design Granting per faculty	0	0	1	1	1	1	1	1	3	3	3	3	3	3	3	3
Trademark Granting per faculty	0	0	1	1	1	1	2	2	3	3	3	3	3	3	3	3

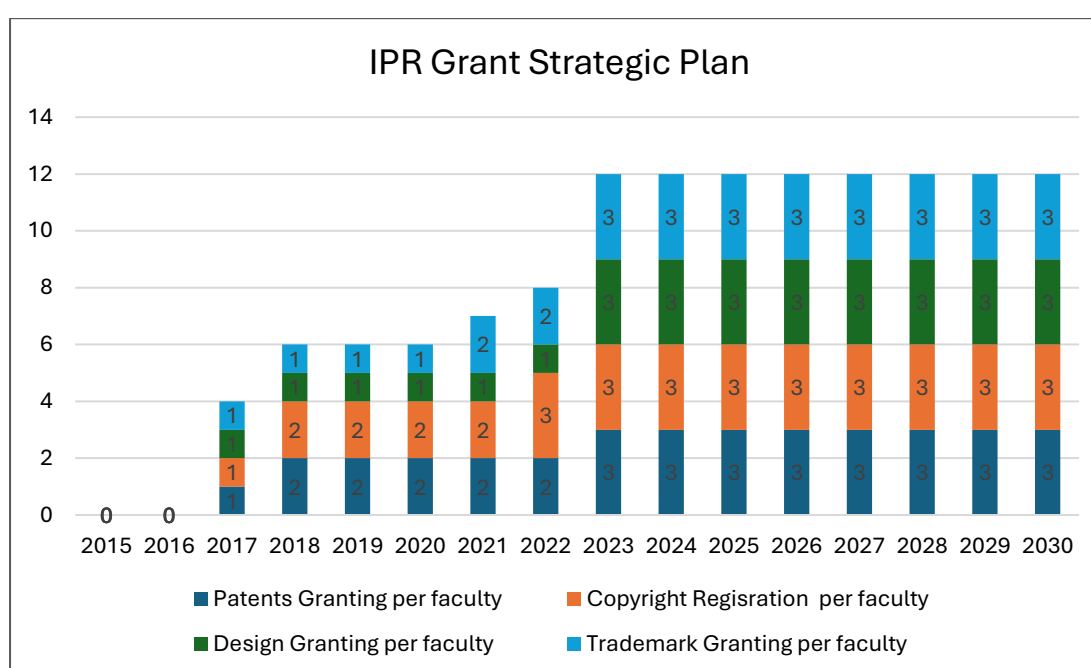


Fig.12. IPR Granting Strategies and targets for the faculty member and each school

9. Student Support & Progression

For the support of student support and progression AUM has instituted the following practices.

a) Establishment of a Single Window System

The Single Window System aims to streamline administrative processes by providing a centralized point of contact for students. This system simplifies the management of various services, including admissions, registration, and general inquiries, reducing the need for students to visit multiple offices for different issues. The goal is to enhance efficiency and provide a seamless experience for students by addressing their needs in a timely and organized manner.

b) Student Counseling Center and Helpline Number

The establishment of a Student Counseling Center, along with a dedicated helpline number, offers students a supportive environment where they can seek guidance and assistance. The center provides services such as academic counseling, career advice, and mental health support. The helpline number ensures that students can access these resources quickly and conveniently, promoting their overall well-being and academic success.

c) Establishment of a Medical Center

A Medical Center on campus ensures that students, faculty, and staff have access to essential healthcare services. The center provides basic medical care, emergency services, and health consultations. It also conducts health awareness programs and vaccination drives, contributing to the overall health and safety of the campus community.

d) Helpline Number for Payment Gateway Issues

To assist students and parents with issues related to online fee payments and other financial transactions, a helpline number dedicated to payment gateway issues is established. This service helps resolve technical problems, clarifies payment procedures, and addresses any concerns related to transactions, ensuring a smooth and hassle-free experience for all stakeholders.

e) Addressing Scholarship-Related Issues

A dedicated support system is in place to address any concerns or queries related to scholarships. This includes guidance on application processes, eligibility criteria, and documentation requirements. The system ensures that students have the necessary information to apply for scholarships and receive financial aid, helping to alleviate financial burdens and promote academic excellence.

f) Support System for Resolving Amizone Issues

Amizone, the university's digital platform, is essential for managing academic activities, including course registration, accessing study materials, and viewing grades. A support system is available to assist students with any technical difficulties or issues they may encounter while using Amizone. This includes troubleshooting, user guidance, and resolving access problems, ensuring that students can utilize the platform effectively.

g) Support System for Minor Track and Foreign Language-Related Issues

To support students pursuing minor tracks or foreign language courses, a specialized support system is established. This system provides guidance on course selection, academic planning, and any administrative issues related to these programs. It helps students navigate the additional requirements and ensures they receive the necessary resources to succeed in their chosen tracks.

10. Corporate Relations & Placement

To bridge the gap between academia and industry, each school within the university will target the organization of three industry expert sessions per

semester. These sessions will bring in professionals and leaders from various industries to share their insights, experiences, and knowledge with students and faculty. The aim is to expose students to real-world industry practices, current trends, and emerging technologies, thereby enhancing their understanding and preparing them for future careers.

Industry HR Meets:

These events will focus on connecting students with human resources professionals from leading companies. HR experts will provide guidance on career planning, resume building, interview techniques, and understanding workplace dynamics. They will also offer insights into the skills and competencies that are in high demand, helping students align their academic and extracurricular activities with industry expectations.

CEO Conclaves:

CEO Conclaves are high-profile events where students can interact with top executives from various industries. These sessions provide a platform for students to learn about leadership, strategic decision-making, and innovation directly from successful CEOs. The discussions often cover topics like business ethics, global market trends, and the challenges and opportunities in different sectors. Such interactions inspire students and give them a broader perspective on their career goals.

Placement Talks:

Placement talks are specifically designed to prepare students for the job market. Representatives from companies, including recruiters and hiring managers, will discuss job opportunities, company expectations, and the hiring process. They may also provide practical advice on preparing for placements, such as tailoring resumes for specific roles, preparing for technical interviews, and developing soft skills like communication and teamwork. These sessions help students gain a competitive edge in the job market and improve their chances of securing desirable positions.

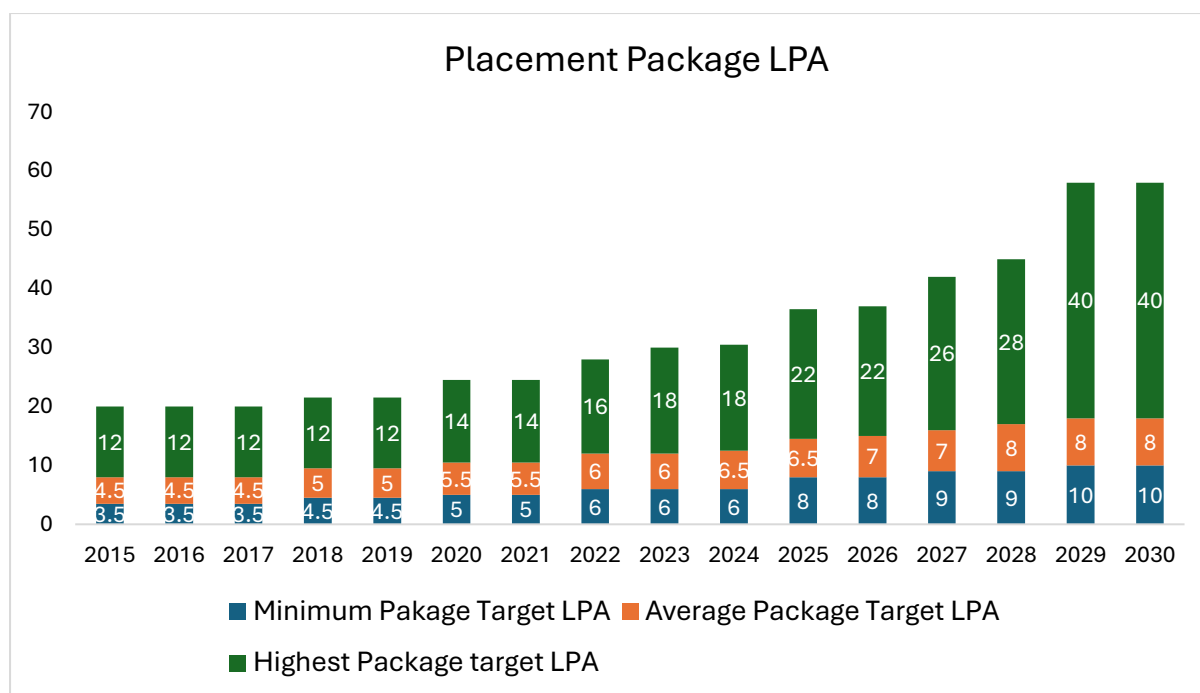


Fig. 13. The target on the Minimum, average, and highest package of student placement.

11. Internationalization

The university aims to enhance its global presence and reputation by focusing on various aspects of internationalization. This strategy involves attracting international talent, fostering global partnerships, and improving the university's visibility in international academic and research arenas. The following initiatives will be pursued year-wise:

a) Attracting International Faculty

The university will work towards increasing the number of international faculty members by offering competitive salaries, research grants, and a supportive academic environment. This will enrich the educational experience with diverse perspectives and enhance the university's research output. The target is to recruit at least one international faculty member per school each year, gradually increasing this number based on available resources and demand.

b) Attracting International Students

To diversify the student body, the university will implement targeted recruitment campaigns in key regions worldwide. This includes participating in international education fairs, offering scholarships, and providing robust support services for international students. The goal is to increase international student enrollment by 10% annually.

c) International Placements

The university will establish partnerships with global companies to facilitate international placement opportunities for students. This involves setting up a dedicated team to manage international career services, including job fairs, internships, and job placement assistance. The aim is to place at least 5% of graduates in international positions each year.

d) Tie-ups with International Universities

Strategic partnerships with renowned international universities will be pursued to

facilitate student and faculty exchanges, joint degree programs, and collaborative research projects. The target is to establish at least two new MoUs with international institutions each year, focusing on institutions in different regions to maximize diversity and opportunities.

e) International In-Bound and Out-bound Students

The university will promote student exchange programs, encouraging both inbound and outbound mobility. This includes creating more exchange agreements and ensuring credit transfers and recognition of academic achievements. The target is to increase both inbound and outbound student exchange numbers by 15% annually.

f) Registration of the University on International Ranking Agencies

To enhance global visibility and reputation, the university will register and actively participate in international ranking agencies such as QS, THE, and Shanghai Ranking (ARWU). This involves submitting comprehensive data and ensuring continuous improvement in key performance areas. The target is to be ranked within the top 500 universities globally within five years.

g) Visibility on International Educational Platforms

Efforts will be made to increase the university's presence on international educational platforms, including online courses, webinars, and partnerships with global educational organizations. This will include maintaining a strong online presence through social media, international webinars, and collaborations. The target is to increase international traffic to the university's website and social media platforms by 20% annually.

h) Targeting Top International Educational and Research Conferences

Faculty and students will be encouraged to participate in top-tier international educational and research conferences. The university will provide financial support and incentives for presenting papers, attending workshops, and networking with global peers. The goal is to have a significant representation at key conferences, with a 10% increase in participation each year.

i) International Collaborative Projects

The university will actively seek international collaborations for research and development projects. This includes applying for joint research grants, co-authoring papers, and participating in international research consortia. The target is to initiate at least three new international collaborative projects annually, focusing on cutting-edge research areas.

Through these initiatives, the university aims to establish itself as a globally recognized institution, attracting top talent and fostering a vibrant international academic community.

12. Infrastructure & Learning Resources

12.1 Plan of Infrastructure Development

The goal is to create top-quality academic and research facilities with a focus on sustainable, green architecture that uses solar energy and sustainable water practices. The infrastructure will meet international standards.

The strategic plan includes developing an academic block with a total area of approximately 45,000 square meters, featuring 250 classrooms, four seminar halls, an auditorium, 80 labs, two libraries, three TV halls in hostels, a moot court, a VIP lounge, and ten playgrounds. These academic blocks will be well-

equipped and built in phases.

The auditorium will have a 600-seat capacity, LED screen, air conditioning, and sound management, making it suitable for regular conferences, workshops, seminars, and creative activities. Sports facilities will be enhanced, including Football and Cricket grounds, Lawn Tennis, Badminton, Volleyball courts, Kabaddi, and a Shooting Range, with additional facilities for indoor games.

A well-equipped gymnasium will be upgraded, and "Open Learning Areas" will be created to encourage students to use their leisure time productively. The development plans are scheduled to be completed by 2020, with some expected to finish ahead of time. High-tech laboratories and new lab instruments will be added. A covered badminton court and fully furnished gym are also proposed, along with two new cafeterias featuring branded restaurants. An improved and uninterrupted power supply is part of the strategic plan.

The university will obtain all necessary permissions from the Government of Maharashtra, including building and pollution control board permissions, and will ensure safety and security measures are in place for natural and man-made disasters. The goal is to obtain US Green Building Council certification and "LEED Certification USA," ensuring the campus and buildings adhere to strict green guidelines for natural light, construction technology, and materials.

12.2 Plan of Learning resource Development

To enhance the quality of education and ensure seamless access to learning resources, all study materials should be made available through the Learning Management System (LMS). This system will serve as a central repository for course content, assignments, quizzes, lecture notes, and other educational resources, making it easier for students to access and review material at any time. In addition to digital resources, the university will equip each classroom and laboratory with state-of-the-art teaching and learning tools. This includes installing LCD projectors and providing laptops for faculty members to facilitate lecture delivery and interactive learning sessions. These tools will enable faculty to incorporate multimedia elements into their teaching, enhancing the learning experience and accommodating different learning styles.

Furthermore, the LMS will support various teaching methods, including flipped classrooms, where students can study materials at their own pace before class and engage in interactive discussions during class time. This blended learning approach will help bridge the gap between traditional and modern education methods, ensuring students receive a well-rounded and engaging educational experience.

The overall aim is to create a technologically advanced and resource-rich learning environment that fosters academic excellence and prepares students for the demands of the modern world.

13. Extension Activities

The strategic plan includes organizing at least one event per semester by each school as an outreach activity in the local community or other appropriate areas where students can make a positive impact. These activities aim to raise student awareness of social issues in their surroundings. Activities such as promoting hygiene, health-related initiatives, supporting self-employment, distributing food and clothing during flood situations, and other forms of social work are expected to be conducted by each school. These efforts will help students develop a sense

of social responsibility and community involvement.

14. IQAC

The Internal Quality Assurance Cell (IQAC) will work closely with the Registrar's office and the Heads of Institutions to gather and organize the documentary evidence necessary for the university's NAAC accreditation. This involves a collaborative effort to ensure that all required documentation is complete, accurate, and aligned with NAAC standards.

To achieve this, the IQAC will hold quarterly meetings to review and document key aspects of the university's performance, including:

Faculty Publications: Tracking and recording scholarly articles, research papers, and other publications produced by faculty members.

Faculty Achievements: Documenting awards, recognitions, and other accomplishments of faculty members that contribute to the university's academic standing.

Student Achievements: Collecting data on notable student accomplishments such as academic awards, research projects, and extracurricular successes.

Events Conducted: Recording and reporting on various events organized by each school, including seminars, workshops, conferences, and other activities.

The IQAC, led by the Dean of IQAC and the NAAC Coordinator, will be responsible for preparing systematic and comprehensive documentation for the entire university. This includes compiling evidence, ensuring that all documentation meets NAAC criteria, and coordinating with different departments to collect relevant information. The goal is to present a thorough and well-organized report that reflects the university's commitment to quality and continuous improvement, thereby supporting a successful accreditation process.

15. Library & Information Centre

The strategic plan aims to significantly enhance the library's resources and facilities to better support academic and research activities. Here's a detailed outline of the plan:

Expansion of Library Resources:

Books and Journals: Increase the acquisition of physical books, magazines, and academic journals to enrich the library's collection. This will include a broader range of subjects and publishers.

E-Resources: Expand the collection of e-books and e-journals to provide accessible learning materials. Integrate free learning resources such as video lectures to supplement traditional texts.

Digital Learning: Invest in acquiring and providing access to a variety of educational materials, including free and subscription-based resources from different publishers.

Enhancement of Library Facilities:

Reading Room Area: Increase the size and capacity of the reading room to accommodate more students and provide a comfortable study environment.

Student Study Facilities: Improve the study facilities within the library, ensuring

a conducive environment for focused work.

Library Decor: Maintain a well-organized and aesthetically pleasing library space to enhance the overall user experience.

Improved Book Management:

Cataloging and Classification: Implement a system for classifying and arranging books by branch, subject, publisher, and author. This will facilitate easier access and retrieval of materials.

Software Integration: Install and use library management software to streamline the search and borrowing processes. This will include barcode-based scanning for efficient check-out and return processes.

Automated Systems: Utilize automated systems for calculating fines and managing book transactions to reduce manual errors and improve efficiency.

Advanced Technology Integration:

RFID Technology: Develop and implement RFID (Radio-Frequency Identification) technology for a checkout-free library system. This will allow for seamless borrowing and returning of books without manual intervention.

AI-Based Solutions: Explore the use of AI technology to further automate library processes, such as book location and recommendation systems.

By following this strategic plan, the university aims to create a modern, efficient, and user-friendly library that supports the academic and research needs of students and faculty alike.

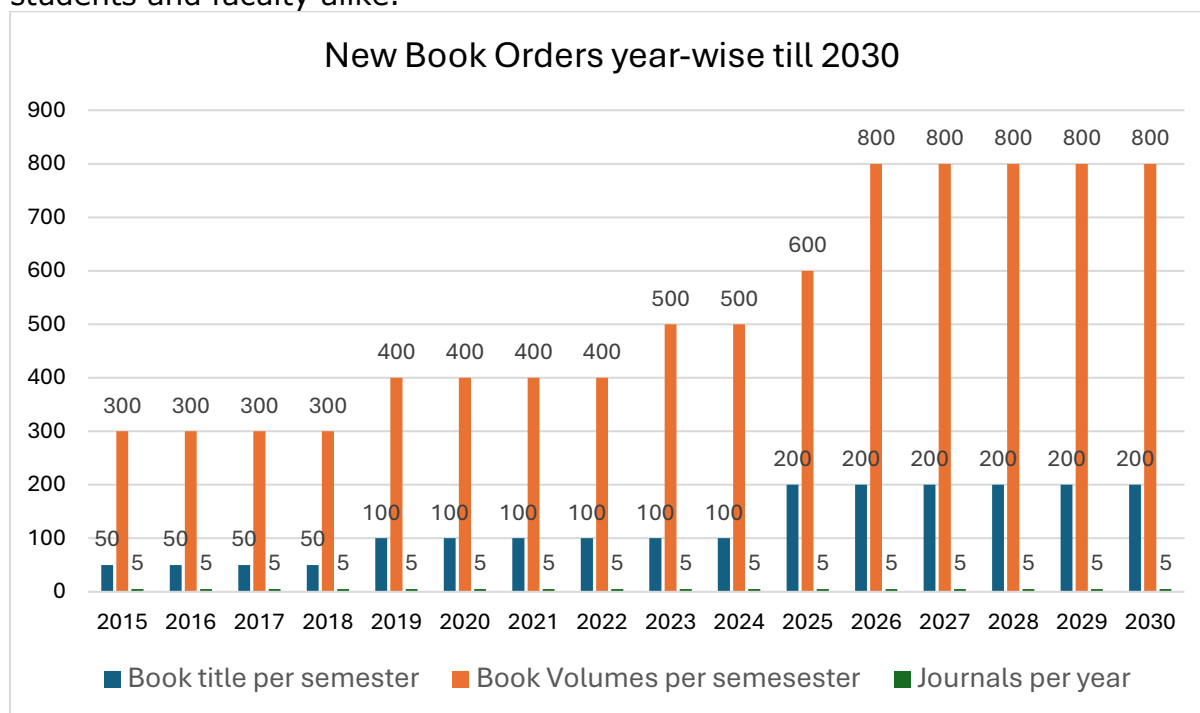


Fig. 14: Library Book Requisition year-wise till 2030.

Conclusion

The strategic plan outlined for the university represents a comprehensive roadmap designed to propel the institution toward achieving its vision of academic excellence and operational efficiency. By focusing on key areas such as

infrastructure development, academic enhancement, resource expansion, and community engagement, the plan sets a clear path for the university's growth and sustainability.

Key initiatives, including the expansion of academic facilities, the enhancement of library resources, and the adoption of advanced technology, are crucial for creating a world-class learning environment. The strategic emphasis on internationalization, industry collaboration, and faculty development will not only bolster the university's global standing but also foster a vibrant and innovative academic community.

The establishment of robust systems for quality assurance, accreditation, and ranking will ensure continuous improvement and adherence to the highest standards. Additionally, the focus on community engagement and student support will strengthen the university's role as a socially responsible institution committed to making a positive impact both locally and globally.

In conclusion, the successful implementation of this strategic plan will enhance the university's reputation, attract diverse talent, and create a dynamic and inclusive educational ecosystem. The commitment to these strategic objectives will position the university as a leading institution dedicated to academic excellence, research innovation, and community service, paving the way for future achievements and sustained success.