



ATMIYA UNIVERSITY

RAJKOT, GUJARAT (INDIA)

University Perspective Plan



Development 2020-21

Implementation 2021-22 Onwards

STP Revision – 2024-25



University Perspective Plan

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ATMIYA UNIVERSITY

(Established under the Gujarat Private University Act 11, 2018)

Yogidham Gurukul, Kalawad Road, Rajkot - 360005, Gujarat (INDIA)

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Atmiya University (AU), located in Rajkot, Gujarat, stands as a testament to the harmonious integration of modern education and spiritual values. Anchored in the ethos of "सुहृदं सर्वभूतानाम्", this university is committed to fostering the intellectual, emotional, and spiritual growth of its students. Under the aegis of the **Sarvodaya Kelavani Samaj Trust**, AU has emerged as a center of excellence in education, combining cutting-edge learning methodologies with the principles of **Atmiyata-Spiritual Harmony** through **Universal Brotherhood**.

Inspirer: Yogi Divine Society – HDH Brahmswaroop Hariprasad Swamiji Maharaj

The foundational inspiration for Atmiya University is deeply rooted in the teachings of **HDH Hariprasad Swamiji Maharaj**, the founder-president of **Yogi Divine Society (YDS)**, an NGO established in Haridham-Sokhada, Vadodara - Gujarat. Guided by the philosophy "**Service unto Mankind is Service unto the Divine**," YDS has worked tirelessly for over five decades to uplift humanity through spiritual harmony and altruistic initiatives. Swamiji's message of **Atmiyata** has been inspiring global centres dedicated to societal upliftment, transcending boundaries of culture, religion, and nationality.

The society is supported by a dedicated group of ascetic saints (Sadhus) and Sahishnu (Brahmachari), embodying the principles of renunciation and spirituality laid down by **Lord Swaminarayan** and Akshar-Purushottam belief system. Their commitment to spiritual and moral values creates an atmosphere conducive to nurturing students who are not just academically proficient but also morally upright.

Sarvodaya Kelavani Samaj Trust: The Sponsoring Body

Established in 1967 under the inspiration of Yogi Divine Society, the **Sarvodaya Kelavani Samaj Trust, Rajkot** has been a trailblazer in bringing excellent education to the educationally and economically underprivileged area of Saurashtra and Kutch. Its motto, "**Build Temples in Youth through Education**," reflects its commitment to empowering youth by embedding human values into education. The trust manages multiple educational institutions, including private and grant-in-aid schools, autonomous college, and Atmiya University.





Atmiya University: A Beacon of Holistic and Transformative Education

Visionary Leadership and Transformative Education

Atmiya University, established in 2018 under the **Gujarat Private Universities Act, 2009**, continues the legacy of its founding institutions with over 50 years of academic excellence. Its mission aligns with the **National Education Policy (NEP-2020)** to deliver **transformative education**, emphasizing multidisciplinary learning, employability, entrepreneurship, and global standards of academic rigor.

The university envisions creating "**Enlightened Minds and Visionary Leaders**" who contribute to building a harmonious and humane society. This goal achieved through a robust curriculum designed to balance technical, managerial, and humanistic skills, underpinned by core human values.

Academic Excellence and Innovative Pedagogy

Atmiya University offers a range of programs from **Certificate and Diploma courses to Undergraduate, Postgraduate, and Doctoral degrees** across six faculties:

- Engineering and Technology
- Science
- Business and Commerce
- Health Sciences
- Humanities and Social Sciences
- Transformative Education

The Faculty of Transformative Education, a unique feature of Atmiya University, focuses on **Bhartiya Gyan Parampara-IKS, Sustainability, and Value Education**, aligning education with societal and environmental well-being.

Key academic features include:

- **Choice-Based Credit System (CBCS) and Outcome-Based Education (OBE):** Ensuring flexibility and relevance in learning.
- **Integration of Value-Based Learning:** Courses incorporate **Universal Human Values**, ethical practices, and environmental sustainability.
- **Interdisciplinary Approach:** Programs allow students to explore diverse disciplines, promoting innovation and adaptability.





State-of-the-Art Infrastructure

The **23.5-acre Lush Green Campus** of Atmiya University provides eco-friendly amenities to support academic, co-curricular, and extracurricular activities. Key highlights include:

1. **Classrooms and Laboratories:** Equipped with modern teaching aids, high-end instruments, and specialized labs like the **Robotics Lab, CIF Lab, and Environmental Audit Lab**.
2. **Library:** A **four-story centrally air-conditioned library** with over 100,000 books, 300,000+ e-books, and access to thousands of journals. The library operates on advanced digital systems like **Java Web Start™ Technology** and adheres to global metadata standards.
3. **Sustainability Initiatives:** The campus hosts 500+ neem trees, a **Satyakam-Gaushala, Niramay-Advanced Farming**, and facilities for **Solar Energy, Rainwater Harvesting, and Waste Recycling**.
4. **Skill Development Centres:** Initiatives like **Sarjan (Wealth from Waste), Samarth (Formulation of Household Chemicals), Parivartan (Paper Recycling Unit)** and **Pravartanam (Automotive Skill Lab)** provide hands-on learning experiences, fostering entrepreneurship and innovation.
5. **Student Support Facilities:** Inclusive infrastructure, hostels, health and wellness centres, a gymnasium, and recreational amenities create a holistic learning environment. The university is committed to providing a secure and safe environment, utilizing advanced security solutions like Sophos firewall and comprehensive fire safety equipment. The four storey centrally AC automated OPAC library features fully web-based functional modules utilizing Java Web Start™ Technology. It complies with international metadata and interoperability standards such as MARC-21, MARC-XML, z39.50, SRU/W, and OAI-PMH. The library includes 24x7 reading room, 45,802 print titles, 119,334 volumes, over 100,000 books, 300,000+ e-books, and access to more than 6,000 e-journals.

Research and Innovation

Atmiya University focuses a strong emphasis on research, fostering an environment of inquiry and innovation. The university's **Incubation Center** and partnerships with initiatives like **e-Yantra by IIT Bombay** E-Yantra and **BIRAC's E-YUVA program** empower students and faculty to translate ideas into impactful solutions.





Additionally, the university's recognition as an **Environmental Auditor (Schedule-1)** by the Gujarat Pollution Control Board (GPCB) underscores its commitment to sustainability and ecological responsibility.

National and International Collaborations

Atmiya University has established numerous **MoUs and collaborations** with esteemed national and international institutions, fostering opportunities for student exchange, joint research, and academic enrichment. These partnerships enhance the university's global standing and provide students with exposure to diverse perspectives.

Commitment to NEP-2020

Atmiya University is a pioneer in implementing NEP-2020, introducing a **Four-Year Undergraduate Program (FYUGP)** framework. This program is designed to enhance employability and entrepreneurial skills while fostering a multidisciplinary and flexible learning environment. The university's alignment with **DigiLocker, NAD, and ABC** ensures seamless academic record management.

Spiritual and Moral Foundations

The unique educational and spiritual blend of AU has set an ethical endurance in the society that inspired by the teachings of **Lord Swaminarayan, Guruhari Yogiji Maharaj, and HDH Hariprasad Swamiji Maharaj**. The university instils values like truthfulness, righteousness, and selflessness in its students. The concept of **Gurukul-based learning**, combined with modern pedagogical approaches, nurtures individuals who are intellectually competent and spiritually awakened.

The **Forum of Universal Human Values- Jeevan Vidya** based on **Madhyasth Darshan Philosophy**, plays a pivotal role in this transformative education, ensuring that students develop a deep sense of responsibility toward humanity and nature.

Global Recognition and Alumni Impact

Atmiya University has garnered accolades for its excellence in transformative education and its commitment to societal well-being. With over **One Lakh alumni** making meaningful contributions across various fields globally, the university stands as a symbol of educational and spiritual empowerment.





Distinguished Achievements and Accolades

Atmiya University has consistently demonstrated excellence in education, societal contributions, and innovation, earning numerous accolades and credentials that highlight its transformative impact.

Key Accolades

1. Leader in Adopting Aspirations of NEP-2020 in India

- **Awarding Body:** Divya Bhaskar
- **Year:** 2021
- Recognized for pioneering efforts in implementing NEP-2020, becoming the first institution in Gujarat to integrate its multidisciplinary and value-based frameworks effectively.

2. Best University for Human Value Education in Saurashtra Region

- **Awarding Body:** Divya Bhaskar
- **Year:** 2019
- Celebrated for its focus on instilling Universal Human Values and ethical practices in students.

3. Clean Campus Award

- **Awarding Body:** All India Council of Technical Education (AICTE)
- **Year:** 2017
- Honored for its exemplary commitment to campus sustainability and eco-friendly practices.

4. Best College of the Year

- **Awarding Body:** Saurashtra University
- **Year:** 2017
- Acknowledged for its outstanding contributions to education and holistic student development.

5. Runner-Up in Summer Innovation Challenge

- **Awarding Body:** Government of Gujarat
- **Year:** 2018
- Recognized for fostering creativity and innovation among students.

6. Pride of Saurashtra – Leaders in Implementing NEP-2020 Aspirations

- **Awarding Body:** Divya Bhaskar
- **Year:** 2021
- Awarded for setting benchmarks in aligning with NEP-2020's transformative goals.

7. 100+ Indian Patents by Students and Faculty Members

- **Awarding Body:** Indian Patent Office





- **Period:** 2013 onwards
- Showcased its culture of innovation through significant contributions to intellectual property.

Credentials and Distinctions

- **Institutions Innovation Council (Ministry of Education, Government of Gujarat):**
 - Rated **4 Stars** over multiple years (2018-2023) for fostering a culture of innovation and entrepreneurship.
- **Alignment with Sustainability Goals:**
 - Recognized for promoting eco-friendly initiatives like renewable energy, rainwater harvesting, and waste recycling.

Atmiya University's recognition at regional and national levels reflects its unwavering commitment to nurturing enlightened minds and visionary leaders through holistic and inclusive education.

Towards a Harmonious Future

Atmiya University embodies the vision of its **Founder-Chancellor, P.P. Tyagvallabh Swamiji**, to create an educational ecosystem where learning transcends conventional boundaries. By integrating academic rigor, moral values, and a deep sense of responsibility, the university prepares students to lead with integrity and compassion in an ever-evolving world.

With its commitment to sustainability, innovation, and holistic development, Atmiya University is not just an institution of learning but also a "**Spiritual-Educational Commune**" that inspires students to aspire for excellence while staying rooted in the principles of **Atmiyata** and universal harmony.





University Vision, Mission & Core Values

Vision

- To nurture creative thinkers and leaders through transformative learning.

Mission

- To create a transformative learning experience by imbibing domain specific knowledge & wisdom.
- To focus on research based teaching learning with Industry relevant application knowledge.
- To create transformative impact on society through participation, innovation, creativity and entrepreneurial framework of learning.
- To ensure knowledge integration in content creation with Industry collaborations and National as well as International Institutions.
- To cultivate a student centric transformative university committed to holistic development with Intellectual, Emotional, Spiritual and Behavioural traits of its learners.
- To impact society in a transformative way on green thinking and its effort on sustainable environment and ecology.

Core Values

- Encourage to be courageous to question ideas, ignite new ways of thinking and action.
- Firmly believe on collective leadership, work as integrated team with trust, collaboration and connectivity across our different disciplines and throughout the world.
- Respect and celebrate diversity. With a generosity of spirit, we value emotional intelligence as well as knowledge, empowering one another and enabling our students to realize their full potential.
- Excellence is a way of life. We understand the importance of critical thinking, discipline and responsibility, and we expect the very highest standards of ourselves and our students.
- Co-existential thinking and Green-thinking is at the nucleus. Our common aspiration is to respect the planet and we are committed to practice and promote sustainable alternatives at all the spheres, both on the global stage and in our own working environment.
- Facilitate acquiring knowledge on every aspect of life, to bring happiness, spiritual bliss, respect people and appreciate society.





SWOC Analysis

Institutional Strength

- **Strong legacy, visionary leadership** and steadfast **commitment** towards **value based transformative** education.
- **Committed faculty** and **staff members** representing 08 states working towards achieving the university vision.
- **Financial support** from the **Sponsoring Trust & its network of NGOs, Philanthropists & Industries** ensuring required investment in **cutting-edge infrastructure, state-of-the-art facilities**, and **innovative programs**.
- Eco-friendly **integrated green campus** with **ICT enabled infrastructure** for **teaching & learning through skilling, research and innovation**, **adequate facilities** including **excellent library** and **digital resources** ensuring **holistic development**.
- **Multi-disciplinary** campus catering to diverse student interests and industry needs and creating opportunities for **interdisciplinary collaborations** enriching the learning experience for students and staff.
- **Curriculum** design and its adaptation based on contemporary education models and aspirations of **NEP-2020** ensuring **flexibility, relevance** and **learner centric orientation**.
- Integration of **Jeevan Vidya** in mainstream education empowering students with essential **life skills** alongside **professional competencies**.
- Strong **engagement with community** fostering partnerships through various academic and social initiatives.
- Effective and efficient T-L-E methods & tools and transparent assessment-evaluation system along with e-proctoring system and outcome mapping & attainment through in-house /alumni co-created developed ERP.
- **Strategic integration of technology** at academics & administration enhancing transparency, efficiency and effectiveness of the system. Indigenously developed University ERP system making University virtually paper free and bringing transparency in governance, and exchange of real time data.





- Striving for educational excellence & quality sustenance through TQM practices such as decentralized governance, transformative & experiential learning, sustainable initiatives, caring for sharing initiatives.
- Unique faculty of transformative education, unique initiatives such as Ignite, Abhyuthan, Creative commons, Book talks, Environment sustainability & Chetna Vikas Mulya Shiksha.

Weakness

- **Rajkot**, located in an educationally and economically underprivileged area of Saurashtra region, has its own **limitations** in terms of **connectivity** and **available opportunities**.
- **Low regional diversity** as the region is **still developing to attract** students nationally and internationally.
- **Limited government funding** for research and schemes, since a self-financed institution. Lack of autonomy in fees (Financial dependency on fees) and admissions due to state regulations of Fees Regulations Committee & Admission Committee for Professional Courses respectively.
- **Alumni engagement** at the university is still in its early stages, with only a few batches having graduated. As a result, most alumni are at the beginning of their careers.

Opportunities

- Pending **recognition under 12(B)** of the UGC Act - 1956 to be eligible for financial assistance and other support from the Government of India.
- **Harness the entrepreneurship mind-set** of Saurashtra region and promote technology transfer.
- **Partner** with existing and newly announced **industries** – semiconductor, pharmaceutical, artificial intelligence and other; and the developing strong linkages with the financial hub- **GIFT city** at Gandhinagar, Gujarat.
- Growth of the region seen recently as Rajkot is given Smart City grant, AIIMS, International Airport strengthen the eco system of education, placement and investments in the region.
- Addressing needs of the industry & by creating tailored programs and services





- Developing Industry-Integrated Co-created Programs & Industry co-created skill training Centres of Excellence
- Attracting both domestic and international students to enhance regional diversity and promote exposure to diverse perspectives and cultures.
- Introducing **Faculty of Education** and offering programs for transformative education with **Jeevan Vidya**.
- With more than a decade of experience in transformative education centered on *Jeevan Vidya*, the university is well equipped to share best practices and provide capacity-building programs to other institutions. This initiative will enable the university to play a significant role in nation building by advancing the goals of value-based education as outlined in the NEP 2020 challenges.

Challenges

- Mushrooming of universities and foreign education players.
- Imbalance and domain polarization observed in enrolment trends in recent times.
- A majority of students come from rural, vernacular backgrounds, facing challenges in language and communication.
- Faculty recruitment and retention, especially from outside the region, is challenging due to the university's locational disadvantage.
- Keeping pace with rapid AI-driven advancements across all disciplines and meeting the growing expectations from industry and society for producing industry-ready graduates.
- The polarization of higher education towards Computer Science, Information Technology, and management & commerce programs, leading to a lack of interest in core science, engineering, and technology disciplines.





University Perspective Plan

Preamble

The University Perspective Plan (UPP) of AU has been carefully prepared by emerging the prospects and flexibility of learning and vocational courses/programs to enhance the capacity of learners, besides upholding employability & entrepreneurship, aligned to its vision, mission and core values. The IPP has imbibed a wide gamut of experiences, in addition to its inherent quality cultural with reference to establishing policies, strategies and benchmark that would be collectively accomplished by each stakeholders of AU.

Atmiya University is committed to its core principles of value-based education, prioritizing Universal Human Values - Jeevan Vidya as fulcrum. By integrating Jeevan Vidya into its academic framework, the university cherishes holistic development aligned with its vision & mission.

In alignment with the National Education Policy (NEP)-2020, & United Nations 2030 agenda for sustainable development, the University aspires to evolve into a Multidisciplinary Education and Research University (MERU), blending diverse disciplines and promoting innovative research. As a step towards this, Atmiya University is poised to establish itself as a prominent Centre for Indian Knowledge Systems enabling students to explore and apply India's rich cultural and intellectual heritage with the essence of values.

Atmiya University's long term and short-term strategic plan encompasses admissions, academics, HR development, collaborations, financial management, governance, infrastructure, and quality assurance to achieve holistic growth and excellence. These priorities drive its mission to emerge as a leader in **transformative education**.





University Perspective Plan: Short-Term and Long-Term Goals

Short-Term Goals (1-3 Years)

Academic Excellence

- **Curriculum Design and Development:** Revise and update curricula to align with emerging global trends and national accreditation standards. Introduce outcome-based education (OBE) across all programs and incorporate interdisciplinary courses that address real-world challenges.
- **Teaching and Learning Methodologies:** Integrate more student-centered approaches such as flipped classrooms, blended learning, and online modules. Expand project & problem based learning opportunities across all disciplines.
- **Faculty Expertise and Development:** Launch continuous faculty development programs focusing on pedagogy, research methodologies, and technology integration in teaching.

Student Outcomes and Employability

- **Graduate Employability:** Strengthen industry collaborations to facilitate internships, placement opportunities, and skill-building programs. Launch specialized ability enhancement courses incorporating career acceleration programs.
- **Alumni Engagement:** Build a strong alumni network to foster mentorship programs and create an alumni-driven career platform to connect students with industry leaders.
- **Student Satisfaction and Well-being:** Establish mental health support initiatives, counseling services, and extra-curricular activities aimed at holistic student development.

Research and Knowledge Dissemination

- **Research Impact:** Support faculty and students in pursuing interdisciplinary research projects aimed at solving global challenges like climate change and sustainable development.
- **International Collaboration:** Establish partnerships with leading global institutions and research bodies, facilitating collaborative projects and research funding opportunities.
- **Publications and Patents:** Introduce programs to enhance faculty and student publications in high-impact journals and facilitate the patenting of novel research outcomes.
- **Robust Research Eco-System:** Transdisciplinary research integrates diverse fields to tackle real-world challenges, advancing Industry-Defined Projects (IDPs), fostering





Intellectual Property Rights (IPRs), and facilitating impactful technology transfer to industry and society.

Infrastructure and Technological Integration

- **State-of-the-Art Facilities:** Invest in upgrading classrooms, laboratories, and libraries with cutting-edge technology to support innovative teaching and research.
- **Technology Integration:** Expand the use of digital learning platforms (e.g., MOOCs, learning management systems) and ERP systems for efficient administrative management.
- **Sustainability Initiatives:** Implement green initiatives such as renewable energy systems, waste management, and water conservation practices. To create Collaborative Online International Learning (COIL) platform.

Community Engagement and Social Responsibility

- **Service to Society:** Launch community outreach programs that leverage the expertise of students and faculty to address local social challenges.
- **Global Citizenship and Ethical Practices:** Promote cultural diversity, inclusion, and global awareness through academic programs, student exchanges, and cultural activities.

Governance and Institutional Leadership

- **Policy Development:** Regularly update university policies and creation of new policy documents to reflect global standards and ensure fair and transparent academic & administrative processes.
- Establishment of **Centre of Total Quality Management** and Quality Assurance Council to facilitate various quality procedures of IQAC; and other centres/cells for smooth functioning towards achievement of Vision.
- Implementation & Internalization of guidelines issued by regulatory bodies and UGC.





Long-Term Goals (3-10 Years)

Academic Excellence

- **Curriculum Design and Development:** Ensure the curriculum evolves to maintain relevance with emerging technologies, societal needs, and market demands. Expand into new disciplines that cater to future industries like AI, data science, and green technologies.
- **Research and Innovation:** Establish the university as a global leader in innovative research by securing substantial research funding and developing international research centers focused on cutting-edge topics and sustainable technology transfers.
- **Faculty Expertise and Development:** Develop an excellent faculty, recognized for their research contributions and teaching excellence, through continuous professional development and international collaborations.
- **E-Governance Module:** Developing and Implementing AI Integrated Blooms Taxonomy mapped Question Paper Generation software.

Student Outcomes and Employability

- **Graduate Employability:** Achieve a 100% quality placement rate for graduates by expanding industry-academia collaborations and creating a robust career services department that connects students to global employers.
- **Alumni Engagement:** Establish an active and engaged global alumni network that contributes to institutional growth, supports student scholarships, and enhances the university's reputation.
- **Student Satisfaction and Well-being:** Provide holistic support systems to ensure student well-being, including mental health, career counseling, and academic support services.

Research and Knowledge Dissemination

- **Research Impact:** Focus on high-impact, solution-driven research that addresses pressing global challenges, generating tangible societal benefits.
- **International Collaboration:** Build extensive international research partnerships with top global universities, fostering a collaborative, multidisciplinary research ecosystem.
- **Publications and Patents:** Cultivate a robust intellectual property strategy to encourage patents and spin-offs that translate research into real-world applications.

Governance and Institutional Leadership





- **Strategic Vision and Leadership:** Establish a transparent governance framework with decentralized decision-making to ensure that all stakeholders have a voice in shaping the university's future.
- **Policy Development:** Regularly update university policies to reflect global standards and ensure fair and transparent academic processes spread over 11+1 verticals of HEI.
- Establishment of centres/cells for smooth functioning towards achievement of Vision and spirit of NEP 2020.
- Sustenance of the regulatory body guidelines Implemented & Internalized.

Internationalization and Global Presence

- **International Faculty and Student Body:** Expand recruitment efforts globally, attracting top talent in both faculty and students to create a diverse and multicultural campus environment.
- **Global Rankings and Recognition:** Improve institutional rankings by enhancing academic quality, research output, and international collaborations.
- **Global Alumni Network:** Strengthen the global alumni network to foster international partnerships and fundraising initiatives.

Financial Sustainability and Resource Mobilization

- **Diverse Funding Sources:** Secure funding through multiple channels, including international grants, corporate sponsorships, and philanthropic donations.
- **Resource Allocation:** Implement data-driven financial management strategies to ensure optimal allocation of resources across academic, administrative, and research domains.

Quality Assurance and Continuous Improvement

- **Accreditations and External Reviews:** Achieve and maintain prestigious national & international accreditations & rankings, and conduct regular reviews/AAA to meet the highest academic and administrative standards.
- **Continuous Improvement Process:** Develop a robust internal quality assurance system under CTQM-QAC that ensures constant review, feedback, and enhancement of academic and administrative functions.

Institutional Sustainability and Future Readiness





- **Adapting to Changing Educational Trends:** Maintain flexibility in academic offerings, ensuring the university remains at the forefront of emerging educational trends like hybrid learning and digital transformation.
- **Sustainability in Practices:** Ensure that sustainability is embedded across all university functions, from curriculum development to operational practices, preparing students to face global environmental challenges.
- **Future Workforce Readiness:** Provide students with the skills and competencies needed to excel in future job markets, with a focus on innovation, leadership, and emerging technologies.

By integrating 21st -century skills, design thinking, problem-based learning, technology transfer, and career acceleration programs, the university aims to produce well-rounded graduates ready to thrive in a rapidly changing global landscape. These initiatives, coupled with a focus on international collaborative learning, will ensure a forward-looking transformative academic environment that nurtures empathy, excellence, innovation, and social responsibility leading to knowledge driven economy and society as envisaged in NEP 2020.

