Strategic Plan

Devi Ahilya Vishwavidyalaya, Indore

India

STRATEGIC PLAN

About The University

Devi Ahilya Vishwavidyalaya (DAVV), formerly University of Indore, is a premier University in Central India. It was established in 1964, by an Act of Legislature of Madhya Pradesh. DAVV is an affiliating State University whose jurisdiction includes seven tribal dominated districts of Indore division. On one hand, it caters to the educational needs of the state's most developed industrial district Indore and on the other hand to the tribal and rural backward districts of the State.

Academic excellence occupies highest priority in this University. It has thirty two teaching departments which offer undergraduate, post-graduate and research programmes in sixteen faculties. It is amongst the first few universities in the country to introduce innovative, self financed and integrated courses in the areas of science, engineering, technology, management, law and media. University has 270 affiliated colleges in addition to University teaching departments and centres.

Research is an integral part of academic performance. University has a well defined research policy to foster excellence in research. It provides and nurtures research environment for promoting high quality original research. All the departments/ schools of studies are actively engaged in research in thrust areas, publish in national and international peer reviewed publications, undertake sponsored research projects and have collaborations with organizations of international repute.

Holistic development of the students is done in a well planned manner. University mentors the students through Career Counselling and Opportunities Guidance cell, Equal Opportunity Cell, and National Service Scheme Units. They are mentored to develop professional competitiveness as well as ethics, human values, sense of social responsibility and environment consciousness.

The University lays great emphasis on infrastructure and learning resources by providing physical and IT infrastructure, good departmental and Central Library resources, e-journals, databases, seminar and conferences halls, auditorium, multimedia theatres. It has excellent campus with network facility, class rooms with ICT enabled 24x7 learning facilities, Live Video Multicasting Unit, FM Radio Station and Wi-Fi in all the hostels.

Sustainability is an area of important concern for this University. The campuses have approximately 60% green area. The University is responsibly dedicated to spread awareness towards energy conservation, use of renewable energy and decreasing dependence on conventional uses of energy resources and environment. It has formulated "Green University Policy" and has also developed a "Green Calendar" identifying environment-significant days.

The University is committed to pursue its vision and mission of educating and empowering the learners to realize their potential through righteous blending of knowledge, skills, and values for serving the society. It is prepared to embrace future challenges and keep moving ahead on the path of excellence, innovation and enlightenment.

Planning Process

The University has reaffirmed its pursuit of excellence by redefining its Values, Vision, Mission, Objectives and Strategic plan. A University is composed of a plurality of voices, each important and compelling, yet we must finally share common goal and aspiration. Considering this in mind for collective wisdom, a task group of faculty members had taken up this unique ground level exercise of drafting, developing and documenting the University's futuristic academic architecture in the form of *Vision Document and Strategic Plan of the University*. It is a result of active consultation with experts, deans, heads of different departments, officers, faculties, students and other stakeholders. The brainstorming sessions of this task group along with the stakeholders had made a strong plea to identify thrust areas for the University, besides working on its global perspective outlook for the next ten years. The present document not only sets out goals of the University but also brings out the details of our focussed efforts in the well-defined areas of performance. This document, in part, will equip functionaries and beneficiaries of organisation to answer to the question: What are the aspirations of the University and how these will be achieved?

Values

The University's commitment to its vision and mission is reflected by value based conduct and behaviours of faculty, staff and students in all areas of performance. Values serve as the guiding philosophy in all walks of University life. Following values have been imbibed by the University in all the activities:

Core Values

Core values are fundamental and universal in nature that act as invisible force guiding thought processes, conduct and behavior of faculty, staff and students. They are:

1. **Trusteeship -** Acting as a custodian or trustee while discharging responsibilities, exerting power and authority, utilizing resources for the welfare of stakeholders.

2. **Integrity –** Practicing duties in a truthful and justifiable manner, displayed through righteous conduct in all accomplishments.

3. **Excellence –** Continuously delivering outstanding quality in all areas of performances by fostering intellectual growth.

4. **Equality -** Involving all cross-sections of society by providing equal opportunity to all in pursuit of higher education, job and other activities.

5. **Respect -** Being respectful to the organization, job, its functionaries and beneficiaries and while dealing with other people.

6. **Sustainability –** Having concern for nature, environment and resource utilization for long lasting, safe and better future.

7. **Innovation -** Having an unending quest for discovering new ideas in all areas of performance, enriched by diversity in thoughts, actions and leadership.

Workplace Values:

Workplace values act as a set of guiding principles describing general code of conduct for moral and ethical behaviour of faculty, staff and students in all endeavours.

1. **Accountability** - Being responsible and answerable for all accomplishments.

2. **Transparency** - Visibility and accessibility of information and practices to all concerned.

3. **Discipline** - Being sincere, regular, punctual and rule abiding.

4. **Just** - Being honest, fair and righteous, guided by conscience and wisdom

5. **Perseverance** - Putting continuous and sincere efforts to achieve targets despite all challenges

6. **Competency** – Acquiring knowledge and skills for doing things efficiently and successfully.

7. **Empathy** - Being humane and treating each individual with dignity and respect

8. **Teamwork** - Working together to achieve a common goal in *all ebbs and tides.*

9. **Conservation** - Optimal utilization of resources and energy so as to reduce, reuse, recreate, rethink and recycle entirety in best possible way.

Vision

"Emerge as a premier higher learning institution by creating, advancing and disseminating knowledge with collective wisdom, through value imbued holistic education for peaceful, sustainable and humane society".

Mission

"Educating and empowering the learners to realize their potential through righteous blending of knowledge, skills, and values for serving the society."

The University strives to realize its vision and mission by:
1. Facilitating learner centric multidisciplinary course curriculum, pedagogy and resources through technology enabled joyful and diverse learning environment.
2. Achieving excellence through world class competencies in teaching, research and extension.
3. Promoting multidisciplinary research and scholarship.
4. Providing demand driven educational programmes for enhancing skills and employability.
5. Emphasizing value guided competencies among learners for developing socially responsible professionals and leaders.

6. Evolving educational processes to ensure balance between head, heart and hand for holistic personality development.
7. Exploring global opportunities for stakeholders through international collaboration.
8. Nurturing a culture of pride, ownership and belongingness for attracting, nurturing and retaining human resources.
9. Promoting autonomy with accountability through participatory, transparent and value-based governance.
10. Adapting environment friendly and energy efficient best practices for sustainable development.
11. Addressing issues and priorities for empowering local community with a global perspective.

S W O C Analysis

STRENGTHS

- Premier Institution of higher learning in central India, effectively catering to diversified educational needs of tribal, rural and urban population for past 53 years.
- Offering a range of traditional, innovative and professional programmes catering to societal needs through regular and distance learning mode.
- Pioneer in integrated, super specialized and self supported programmes enhancing employability.
- Academic autonomy following systematic process for design, development and implementation of courses.
- Intake of quality students assured through standardized national level entrance test and well defined admission process.
- Highly qualified, competent and experienced Faculty with diversified background and industry exposure.
- Transparency in examination and evaluation process.
- Strong research base with quality publications, funded research projects in identified thrust areas supported by adequate available resources.
- Exemplar teaching and research facilities such as laboratories, libraries, electronic databases, teaching aids, networked computers, ICT enabled classrooms, Campus wide Wi-Fi connectivity.
- State of art auditoriums, Studios, Radio Station, Multicasting and other essential amenities.
- Proactive Placement Cell and Career Counselling Cell to facilitate appropriate employment.
- Emphasis on promotion of holistic development of students through co-curricular, extracurricular, and extension activities.
- Strong Alumni presence in Global and National level public and private organizations in diverse areas connected through registered Alumni Association.
- Visionary and transformational leadership for academic and administrative excellence.

- Continuous quality assurance, sustenance and enhancement through well defined processes.
- Eco-friendly campus with well defined Green University Policy and Green Calendar.
- Significant contribution in developing instructional material in terms of educational films, e-contents, and multi-casting for facilitating virtual learning.

WEAKNESSES

- Initially conceptualised as a Science University resulting in lesser emphasis on several social, humanities and arts disciplines.
- Limited international visibility.
- Specified territorial jurisdiction limiting expansion to start offshore campuses.
- Geographical expansion without augmentation of infrastructure and human resources.
- Insufficient resources from the State for expansion programmes and maintenance of existing infrastructure.
- Inadequate facilities for achieving academic excellence in affiliated colleges.
- Dependence on State for funds, sanctions, approvals and policy level decisions.

OPPORTUNITIES

- Introducing multidisciplinary courses in emerging areas.
- Attracting international students for higher education courses.
- Instituting 'Chairs' and establishing new 'Centres of Excellence' in specific domains of knowledge.
- Promoting multidisciplinary research and issues related to local community.
- Strategic alliances and collaborations with International and National Educational Institutes, Industries, Government Bodies and NGOs for research, faculty-student exchange, joint programs, training and consultancy.
- Increasing linkages with local industries for skilled human resource.
- Leveraging the available ICT resources for Open Learning Community.
- Continuous quality enhancement, accreditations, benchmarking and certification from appropriate bodies / organizations for national and international recognition.

CHALLENGES

- Striking a balance between the traditional, innovative and professional courses offered by the University.
- Balancing the educational requirements of cross sections of the society– tribal, rural and urban.
- Attracting and retaining quality faculty and students.
- Competing with national and international educational institutions - both public and private.
- Meeting the technological advancements through continuous up-gradation of educational resources.
- Sustaining the value system amongst stakeholders.

- Ensuring academic and administrative quality in affiliated colleges.
- Managing resources for quality education while keeping the cost of education low.

STRATEGIC GOALS

In the technology enabled world, the Strategic goals of the University are dynamically revised. In the coming five years (2017-21), we envisage the following major Strategic goals:

1. Academic Excellence

University, as a seat of learning, exists for providing quality education by creating, advancing and disseminating knowledge with collective wisdom. It is a premier higher learning institution engaged in fulfilling educational requirement of diverse sections of the society in the core and applied academic disciplines. It aims at achieving academic excellence through multidisciplinary course curriculum, blended teaching methods and technology enabled joyful learning environment. In addition to acquire subject knowledge and required skills, the students will be groomed to think, perform, and communicate in a critical, creative and effective manner.

Objectives

1. To provide quality education at all levels.

2. To initiate multidisciplinary courses for emerging needs of stakeholders including industries, research institutions, government organizations and society.

3. To innovate and adopt technology enabled pedagogy.

4. To chalk out scholastic and co-scholastic activities to make the University educational environment more lively, vibrant, congenial and conducive

Strategies

- Strengthening existing academic programmes by enriching course curriculum in the light of global standards, theoretical advancements and industry requirements.

- Introducing innovative self financing programmes in core and applied areas of science, social sciences, humanities, arts, technology and other academic disciplines.

- Providing academic freedom and flexibility in design of innovative course curriculum and teaching learning processes.

- Use of blended teaching methodology involving traditional, interactive, and ICT enabled pedagogical techniques.

- Bringing rigour to teaching-learning processes through carefully designed and implemented multidisciplinary course curriculum, session plans, student assignments, regularity, participation and involvement.

- Well designed examination systems with transparent evaluation processes.

- Developing quality study material available as e-content on website as well as hard copy in the libraries.

- Introducing newer online and distance learning courses.

- Encouraging ICT enabled teaching and use of multimedia virtual classrooms.

- Regular student feedback on teaching-learning process, curriculum and administrative facilities to ensure quality control and regular updating.

- Designing and launching Job oriented professional and Vocational programmes of short term duration offered as diploma and certificate courses.

2. Research and Innovation

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

Objectives

1.   To promote multidisciplinary research in new, emerging and thrust areas.

2.   To create environment and facilities for interdisciplinary research.

Strategies

- Popularizing and implementing University research policy.

- Creating and supporting a research environment for high quality research by students and faculty.

- Encouraging quality research in intradisciplinary and interdisciplinary areas.

- Undertaking research with industry collaboration focussing on practical problems and applications in real life situations.

- Identifying thrust areas and issues for fundamental and applied research.

- Promoting highest ethical standards in research.

- Facilitating and supporting research funding process at departmental and University level.

- Creating and promoting research funding to support non-funded research projects of University faculty.

- Supporting faculty and student participation in research related events such as paper presentation in seminars, conferences, workshops, training programmes, and faculty development programmes.

- Encouraging faculty and scholars to publish in high quality peer reviewed journals with impact factor and high ratings.

- Recognizing and rewarding good publications and contributions of faculty members and scholars in academic publications and events.

- Sharing research funding, collaboration, scholarships, and fellowships related information to all concerned on regular basis.

- Facilitating faculty publications as books, monographs, working papers, case studies, study material and other academic literature through in house publication facilities.

- Arranging for infrastructural support including buildings, equipments, databases, books, journals and other facilities as required for pursuing research on campus.

3. Collaborations

The University shall promote collaborations in research, teaching and employment at National as well as international level. The partnerships with different organizations will contribute towards achieving objectives of the University

Objectives

1. To identify opportunities and create facilities for attracting foreign students, researcher and teachers to the University

2. To identify opportunities for the students and teachers of the University to get exposed to international teaching and research.

Strategies

- Entering into collaborative arrangements with reputed academic institutions, research institutions and industry forums for creating opportunities for students and faculty

- Exploring the possibilities of collaborations with Companies for training and employment opportunities for students.

- Promoting the work of its students and teachers on academically important platforms and forums.

- Developing research collaborations with foreign universities, agencies, and industries.

- Attracting foreign students for University programs.

- Creating Infrastructure for hosting foreign researchers, teachers and students.

- Developing a facility for "One Point Communication" between foreign nationals and University.

- Creating opportunities for exchange programs of students and teachers with foreign universities.

- Developing online course content and modules and making it available at international level for open source sharing.

- Forming strategic alliances with prominent universities / eminent professors for Virtual Lectures.

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

4. Globalization

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

Objectives

1. To establish benchmarks with global perspective in all areas of academic and administrative performance.

2. To encourage greater participation in international bodies, events and certifications.

Strategies

- Developing a culture of excellence by establishing benchmarks at par with global standards.

- Creating quality orientation in all areas of performance.

- Updating teaching-learning processes with global standards.

- Introducing innovative academic programmes with global requirements and acceptability.

- Updating existing course curriculum with global perspective in terms of conceptual and application dimensions.

- Certification or Accreditation by International Rating Agencies.

- Participation in international academic bodies and associations through memberships, meetings and events.

- Partnering with international agencies/institutions for teaching, research, funding and experts.

- Encouraging and supporting participation in international events – conventions, seminar, conferences, workshops, training programs, short term courses, exhibitions, competitive events etc.

- Strengthening International Cell of the University to create International visibility.

5. Capacity Building

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

Objectives

1. To benchmark and develop world class competencies for academic and administrative excellence.

2. To attract, develop, reward and retain academic and administrative staff of high calibre and make DAVV a most sought after University for employment

Strategies

- Attracting, rewarding and retaining talented faculty and staff to ensure quality in academics as well as administration.

- Providing opportunities and facilities for developing teaching and research skills of faculty members.

- Developing IT skills of its faculty and staff members.

- Organizing staff training for behavioral modifications and developing technical skills.

- Promoting its faculty members to participate in conferences and publish in journals.

- Sharing of research laboratories and other resources with other prominent bodies for mutual benefits.

- Encouraging contribution to knowledge by developing new content and making it available in the form of books, e-content and other learning resources.

- Providing opportunities to faculty and staff for updating themselves on a regular basis.

- Organizing social and cultural events for faculty and staff to cultivate a sense of belongingness to the University.

6. Self Reliance

Indian government over last two decades has changed its method of regulation from, management by control to management by exception and subsequently withdrawing financial support in a gradual manner to make institutions and entities self reliant. Also, in the light of increasing competition and growing expenses it is required to generate additional revenues, manage expenses and adopt cost saving measures to be self reliant.

Objectives

1. To explore newer avenues for generating revenues from internal and external sources.

2. To improve financial planning and control systems for better resource mobilization.

3. To develop and optimize utilization of human and physical resources for being self reliant

Strategies

- Making University self sufficient in terms of financial resources to meet its current and future requirements.

- Improving financial planning and resource allocation to achieve University objectives.

- Generating required funds through internal sources (student fee and charges) and external sources (grants, funds, donations, consultancies, sponsorships, fellowships, scholarships etc).

- Introducing more Industry oriented, short and long term self finance programmes; customized programmes for specific industry.

- Revising fees of professional and vocational courses in the light of growing expenditures

- Training programmes and consultancy to be encouraged for revenue generation.

- Making efforts for donations from Alumni and other sources

- Institution of Chair, Gold Medal, Scholarships by Industry

- Cost saving measures (such as paperless communication for inter and intra departments, energy savings options, better capacity utilization of existing infrastructure and resources)

- Improving financial systems and strengthen the internal control environment in order to ensure good governance and support better decision making.

- Developing and extending existing sports infrastructure for hosting various levels of tournaments and competitions

- Utilizing auditoriums of individual departments for promotion of art and culture and revenue generation

7. Governance and Integration

The University envisions the seamless integration of all processes with a systems perspective. It is achieved by the improvement in the existing systems and laying-down of advanced systems as per requirements of time. It shall result in optimal sharing of resources and speedy accomplishments of the administrative and academic processes. The philosophy of '*Systems Approach'* shall be the central to the work culture of the University.

Objectives

1. To ensure academic, financial and administrative autonomy in the University

2. To ensure participatory, transparent and good governance at all level of University

Strategies

- Joining all the academic and administrative departments seamlessly

- Integrating the students' evaluation and assessment centrally for quick disposal of results

- Integrating training modules, lecture and knowledge expertise of resource persons for the benefit of all the stakeholders.

- Adhering to establish statutes, ordinances, regulations, policies and procedures of the University

- Specifying process details and checklist of documents for activity completion

- Bringing improvement and reforms in procedures, process and policies for increasing efficiency and effectiveness.

- Developing integrated facilities for sharing intellectual and physical resources.

- Developing file movement and document tracing system.

- Maintaining a central electronic database of faculty, staff and students.

8. Infrastructure

The University strives to become and to sustain the status of *'Centre of Excellence'* for higher learning. It shall require instructional and research facilities to accomplish this and at the same time comply with its Research and Green policy. It shall address the needs of infrastructure development and regular maintenance of new and existing facilities attuned with all other themes. The global trends and philosophies on infrastructure development and maintenance shall be complied with as and when applicable.

Objectives

1. To create state of the art learning centres with eco-friendly design and modern amenities.

2. To develop aesthetically appealing clean and green campus.

3. To adopt regular and preventive maintenance practices for civil, electrical and mechanical utilities.

Strategies

- Providing state of art centres of learning by providing ICT enabled classrooms library facilities, laboratories, Wi-Fi connectivity.

- Providing residential quarters for all faculty and staff, and hostels for the students.

- Adapting total preventive maintenance for electrical, mechanical and civil utilities.

- Maintaining and renovating old University infrastructure.

- Renovation of guest houses for better utilization.

- Landscaping and Beautification of campus in general for better utility to stake holders as well as society.

- Practicing cleanliness at facilities and amenities across the campus.

9. Holistic Development

This is a trait required at all level of education and profession for every entity of the University. It is an umbrella which develops and promotes growth of every stakeholder in integrity. Our approach towards all stakeholders is holistic as well as inclusive. Holistic refers to student growth and development is fostered intellectually, socially, physically and spiritually. Inclusive implies that all members of the campus are encouraged to

become actively engaged in the teaching and learning process. Based on the positive youth development approach, it is argued that promotion of psychosocial competencies and positive mental health attributes such as resilience, emotional competence, self-understanding, and interpersonal skills is an important strategy to facilitate holistic development of University students.

Objectives

1. To design multifarious activities viz. Academic, Cultural, Environmental, Sports and others for holistic development of the stakeholders

2. To inculcate values along with professional and leadership qualities among faculty, staff and students

Strategies

- Mentoring students for academic, social and career prospects.

- Organizing intellectual, academic, creative, literary, communication, presentation competitions at inter and intra departmental level.

- Making athletics, indoor and outdoor sports, a regular feature for students of the University.

- Innovating programmes and festivals for social and cultural development.

- Easy and regular access to yoga and meditation, self-management related activities.

- Popularize and implement Value Policy of the University.

- Organizing expert lectures on contemporary issues.

- Conducting student enrichment activities by assessing their individual requirements.

- Arranging for academic, cultural and industrial tours and visits.

- Instituting elective courses on art, culture, heritage, welfare and contemporary issues.

10. Sustainability

The University upholds the value of sustainability in all its endeavours. It shall serve as the means of promoting the practices of sustainable development right from local to global levels. It shall adopt simple four-steps to align itself with the globally adopted practices of sustainable development. It will work towards achieving sustainability by

creating awareness, orienting courses, instituting training and facilitating research to imbue the spirit of sustainability in individuals associated with it.

Objectives

1. To practice the principle of recycle, reduce, rethink, reuse and recreate for the sustainable development

2. To promote energy efficient and eco friendly practices for infrastructure and systems development.

3. To maintain and promote clean and green surroundings.

Strategies

- Popularising, implementing and monitoring University green policy and green calendar.

- Motivating individuals, communities and businesses with environment conservation initiatives

- Promoting healthy environment friendly practices by making a vehicle free zone in the campus.

- Liasioning with public transport authorities for providing subsidised/ monthly travel passes for students.

- Conserving energy by digitisation of database and all processes.

- Harnessing the use of renewable energy resources to augment the existing energy sources

- Encouraging use of green /eco-friendly products

- Developing and promoting energy saving habits such as switch off electrical devises when not in use

- Regularly conducting energy auditing and get accreditation from authorised agencies

- Developing infrastructure and systems in accordance with prevailing energy efficiency/ green Standards

- Instituting electives on sustainable development practices

11. Service

The University has a prime motive of developing people for humanity and social welfare. It is responsive and proactive to the social, regional and local requirements, problems and other issues of relevance. Service to society holds major place in University planning and activities. The University has reaffirmed its commitment to the society by being an affiliating University, catering to educational needs of tribal and rural areas. It is further

aiming at connect with society through various outreach programmes and extension activities.

Objectives

1. To develop a sense of social responsibility among faculty staff and students

2. To galvanize the activities for sensitization, awareness and active participation of various stakeholders

3. To locate and identify the local/regional talent, issue and priorities for development

4. To ensure involvement and training of local community for their empowerment with a national and global perspective

Strategies

- Establishing relationship with local and regional bodies to assess their requirements and issues.

- Encouraging faculty and students to undertake socially relevant projects in their academic pursuits.

- Motivating faculty, staff and students to get associated with NGOs and support their activities.

- To sensitize all stakeholders about issues of local and regional areas and work for their resolution.

- Organizing extension activities in the areas of education, health, hygiene, child and women welfare, local governance, and national social service.

- Strengthening NSS and NCC wing of University for ensuring greater contribution to society and nation.

- Contributing to cultural development of society by promoting and celebrating important days, occasions, festivals and events.

- Developing entrepreneurial skills for managing small and medium enterprises of the region.

- Popularizing the contributions of local and regional personalities who have served for promotion of art, culture, heritage, governance, welfare or any other dimensions of human life.

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

12. Branding and Communication

The University has a glorious history and heritage of fifty three years of rich contribution to creating, advancing and disseminating knowledge with collective wisdom. In order to create international visibility, strengthen its image and establish a widespread presence of the University in academics, industry and society, there is a need to undertake well planned brand building efforts. This can be achieved by using all communication tools in an integrated manner.

Objectives

1. To establish a widespread visibility of the University in academics, industry and society.

2. To enhance interactivity of University with internal and external publics.

3. To ensure consistency and clarity in all elements of communication

Strategies

- Popularizing University values, vision and mission statements by highlighting them on boards in all the departments, offices, brochures and other places of strategic importance.

- Prominently placing University logo at important places such as buildings, boundary walls, gates, stationery, souvenirs, and vehicles. Placing University flag at important locations and important events.

- Publishing University brochure both in hard copy and soft copy available on the website.

- Setting up University map at both the campuses – Nalanda and Takshashila, and direction marks for departments, offices and other facilities to guide visitors.

- Becoming member of all important institutions and associations of academic interest.

- Developing souvenirs with University name and logo for guests, visitors, alumni and stakeholders of the University

- Publishing quarterly University newsletter with contributions from University stakeholders along with developments and contributions of the University for internal and external circulation.

- Setting up a University information centre at both the campuses to help and facilitate work of students and visitors.

- Effective designing, updating and maintenance of University website for complete information, smooth navigation and operations.

- Effective use of social media such as face book, twitter and blogs for increased interaction.

- Uniformity in design of identity card, stationery and other communication material used by the University such as letterheads, envelopes, visiting cards, brochures etc in order to communicate a clear and consistent image.

- Making available Monogram for the coat and scarf which can be worn on formal functions, ceremonies and official visits to other places.

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