



INSTITUTIONAL DEVELOPMENT PLAN

(IDP 2026-2035)



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1. INSTITUTIONAL BASIC INFORMATION

1.1 PREAMBLE

The United Nations Committee on Economic, Social and Cultural Rights observes that: “a well-educated enlightened and active mind, able to wander freely and widely, is one of the joys and rewards of human existence”. The Universal Declaration of Human Rights, 1948 proclaims that “education shall be directed to the full development of human personality”. The National Education Policy – 2020 also emphasizes that “Higher Education Institutions should set up – systems, process and capabilities to develop character, ethical and constitutional values, intellectual curiosity, scientific temper, creativity, spirit of service, and capabilities across a range of disciplines – sciences, social sciences, arts, humanities, languages, professional, technical, and 21st Century skill sets. A quality higher education must enable personal accomplishment and enlightenment, constructive public engagement, and productive contribution to the society (environment, and nation). It must prepare students for more meaningful and satisfying lives and work roles and enable economic independence.”

1.2 A BRIEF HISTORY

The Selvam Educational and Charitable Trust, Vadakangulam was established in the year 1984 under the Chairmanship of Dr. S.A. Raja, a popular philanthropist and educationist hailing from Vadakkangulam with a vision to facilitate quality education especially for socially and economically deprived younger generation and to equip and enrich young men and women to meet global challenges in development, innovation and application of technology for the service of humanity thereby, leading to include core human values through ethical practices and inspire them to serve the society. The trust has established more than 30 Higher Educational Institutions in Engineering, Medicine, Dental, Pharmacy, Polytechnic, Nursing and Arts and Science. Apart from establishing various Institutions, the Trust has been involved in promoting various Corporate Social Responsibilities (CSR) such as Deaf and Dumb Association, Blood Donation camps, Eye camps, Tree plantation, Swatch Bharath, etc.

1.3 OBJECTIVES

- To train students to become outstanding global citizens with honesty, personal and professional integrity, and rectitude, having acquired through imaginative pedagogy and

a stimulating academic environment, knowledge, skills and aptitude needed for leadership positions in all communities and professions in which they may choose to serve.

- To provide quality education at all levels by initiating multidisciplinary courses for emerging needs of stakeholders including industries, research institutions, government organizations and society.
- To innovate and adopt technology enabled pedagogy by creating state of the art learning centers with eco-friendly design and modern amenities.
- To be a leading knowledge creating institution, benchmarked against international standards, promoting cutting-edge interdisciplinary and socially relevant research leading to publications which have an impact on sustainable growth and development.
- To ensure academic, financial and administrative autonomy through participatory, transparent and good governance.
- To maintain and promote clean and green environment.
- To promote a culture of excellence in all areas of its works.



1.4 SCOPE

Joy University would enhance its quality and standards in education and gain global visibility by its excellence in service of education. With this view in mind, this Joy University Strategic Plan has been

designed. In this plan, our deep commitment to empowering the students with competencies, skills, knowledge and attitude that prepare them not only for their careers they can envisage now, but for a future that they would create for the society they live in. By doing this, we intend to form leaders for tomorrow and also to move towards a developed nation. Our intention is to increase the current investment in research that will allow us to capitalize on disciplinary excellence unequalled by any other university, to solve the most important problems facing the society and explore innovative ways through research. This Plan gives a blue print to introduce, make effective use of technology in teaching-learning- evaluation by embracing innovation. It explains about how we aim to create an eco-system of learning that nurtures entrepreneurial spirit among students, resulting in formation of entrepreneurs.

This plan captures the following core strategies of the University for the next ten years by:

- Recognizing its heritage and tradition and strength in existing diversity
- Positioning its strategic trajectory within higher education environment of India and beyond
- Declaring its vision, mission, core themes and targets
- Foregrounding the core areas of research, teaching and learning that will gain more focus
- Embedding engagement with local, national and international communities and civic commitment in its academic mission
- Harnessing its strength as a university to steer the research-intensive identity and skill development for employability
- Embracing diversity to enrich the University's intellectual ecosystem of learning and improve graduate outcomes
- Setting overarching strategies with specific targets and key performance indicators.

The Plan also focuses on key resources required for achieving the University's academic mission:

- Faculty, staff, and students are the University's core human capital asset for optimum performance in the process of achieving goals
- Infrastructure, especially technology enabled education and physical facilities to provide environment for students and staff could excel
- Infrastructural support for research, teaching and learning, knowledge management, information and communication resources and platforms necessary for sustaining the

knowledge production activities and linkages of the institution.

- Sustainability will be at the core of the University's future viability, and is based on relevant research, innovative programmes and creative curriculum, objective evaluation, international linkages and partnerships, financial capacity to envision a future for the University.

1.5 VISION

To create and nurture a multidisciplinary global university with highest academics, research and ethical standards in a creative and innovative environment.

1.6 MISSION

To be a premier University of choice for all stakeholders and contribute for academic demographic dividend. To inculcate quality, integrity, team work, compassion, ethics in new generation students for catering to various needs of society.

The University strives to realize its vision and mission by:

- Facilitating learner centric multidisciplinary courses, pedagogy and resources through technology enabled learning environment.
- Achieving excellence through world class competencies in teaching, research and extension.
- Promoting multidisciplinary and socially relevant research and scholarship.
- Initiating a culture of innovation and entrepreneurship.
- Providing educational programmes for enhancing skills and employability.
- Emphasizing value-based competencies among learners for developing socially responsible professionals and leaders.
- Exploring global opportunities for stakeholders through international collaboration.
- Promoting autonomy with accountability through participatory, transparent and value-based governance.
- Adapting environment friendly and energy efficient best practices for sustainable development.
- Addressing issues and priorities for empowering local community with a global perspective.

1.7 CORE VALUES

Joy University is guided by a set of Core Values, which enable it to achieve its vision and mission.

The Core Values of the University are:

- **Empowering** the students to become leaders of tomorrow to serve the humanity
- **Competence building** to form men and women for others and to compete globally
- **Excellence** in teaching, learning, research and service
- **Innovation** through new research directions, programs and partnerships
- **Entrepreneurship** through emphasis on collaborative and interdisciplinary study
- **Ethical Conduct** by instilling a value system in students
- **Social Responsibility** dedicated to serving individuals, society and nation through outreach and community engagement
- **Diversity and Inclusion** by respecting all individuals regardless of class, caste, religion, ability and gender
- **Global Citizenship** by inculcating meaningful knowledge, skills and Global values leading to identification with the world community
- Respecting and nurturing all forms of life and build sustainable environment.



1.8 WORKPLACE VALUES

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

- **Accountability** - Being responsible for all accomplishments.
- **Transparency** - Visibility and accessibility of information and practices.
- **Discipline** - Being sincere, regular, punctual and rule abiding.
- **Honesty** - Being honest, fair and righteous, guided by conscience and wisdom.
- **Perseverance** - Putting continuous and sincere efforts to achieve targets despite all challenges.
- **Competency** – Acquiring knowledge and skills for doing things efficiently.
- **Empathy** - Being humane and treating each individual with dignity and respect.
- **Teamwork** - Working together to achieve a common goal in *all ebbs and tides*.
- **Conservation** - Optimal utilization of resources and energy so as to reduce, reuse, recreate, rethink and recycle entirety in the best possible way.
- **Resilience** – Developing perseverance amidst challenges and obstacles
- **Fairness and Justice** – Imbibing a sense of justice and fairness in order to build harmony and unity



1.9 INSTITUTIONAL SWOC (STRENGTHS, WEAKNESSES, OPPORTUNITIES AND CHALLENGES) ANALYSIS

STRENGTHS

- Reputed institution of higher learning catering to diversified educational needs of the society for the past 42 years.
- Offering a range of traditional, innovative and professional programmes as per the signs of the time.
- Pioneer in academic, administrative and financial autonomy following systematic process for design, development and implementation of curriculum.
- Skill oriented programmes and extension activities enhancing employability.
- Highly qualified, competent and experienced faculty with diversified background.
- Transparency in examination and evaluation process.
- Exemplary teaching and research facilities such as laboratories, libraries, electronic databases, teaching aids, networked computers, ICT enabled classrooms, Campus wide Wi-Fi connectivity.
- Infrastructure facilities - auditoriums, Studios 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 national and international Alumni network.
- Visionary and transformational leadership for academic and administrative excellence.
- Continuous quality assurance, sustenance and enhancement through accreditation processes.
- Policy for eco-friendly green and clean campus.

WEAKNESSES

- The concept of school system is new.
- Limited international visibility.
- Resources for expansion of infrastructure.

OPPORTUNITIES

- Introducing multidisciplinary courses in emerging areas.
- Attracting international students through exchange programmes, Twin Degree, and Joint Degree Programmes.
- Promoting multidisciplinary research and issues related to local community.
- Strategic 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 and Open Distance Learning Programmes.
- Continuous quality enhancement, accreditations, benchmarking and certification from appropriate bodies / organizations for national and international recognition.

CHALLENGES

- Striking a balance between the traditional and innovative and professional courses offered by the University.
- Balancing the educational requirements of the society.
- 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.
- Impact of globalization, commercialization and privatization.
- Sustaining the value system amongst stakeholders.
- Ensuring academic and administrative quality.
- Managing resources for quality education while keeping the cost of education low.

1.10 THE GRADUATE ATTRIBUTES OF THE UNIVERSITY

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



- Use of blended and hybrid teaching methodology involving traditional, interactive, and ICT enabled pedagogical techniques and use of multimedia virtual classrooms.
- Designing and launching Job oriented professional and Vocational programmes of short-term duration offered as diploma and certificate courses.
- Policy for admission of NRI students and students from different cultures to increase the diversity of students in the campus.
- Emphasis on Outcome Based Education (OBE).
- Provide soft skills training to students for their personality development.
- Motivating and promoting consultancy.
- NEP to be implemented wherever possible.

2.1.2 Achieving Higher Accreditation

Key Performance Indicators:

- Evaluate and identify the weaknesses and improve the quality to achieve higher accreditation in NAAC, NIRF, ARIA and QS.
- Office of Ranking, Benchmarking and Institutional Transformation (ORBIT) to be created
- Involve and get feedback from stakeholders and act accordingly.
- Identify distinctiveness in each department and nurture them.
- Spreading the culture of quality improvement by providing related information and training faculty and staff on quality requirements.
- Recruiting staff specialized in quality issues and training to help in enhancing quality.

2.1.3 Contribution to societal transformation

Key Performance Indicators:

- 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, food, health, hygiene, water, energy, child and women welfare, local governance, and national social service.
- Strengthening NSS, NCC and other wings 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.
- 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 in the developmental programmes of the University.
- Promoting folk-arts and educating the children of folk-artists
- Encouraging education and empowering of Transgenders

2.1.4 Introduce Online Program

Key Performance Indicators:

- Introduce OL program on relevant areas which will give wider opportunity for students learn from anywhere and anytime and to fulfil the need of the students who are unable to join the regular courses.
- Short-term skill-oriented Certificate and Diploma Courses could be offered through Online program to cater to the needs of the poor and to empower them.
- Invest in e-learning ecosystem.
- Training faculty to become high-quality online content creators themselves using online teaching platforms and tools.
- An Educational Technology Incubator (ETI) shall be started to create e-content, video, animation, visualization and simulation including next-generation technologies for Online program.
- A digital repository of content including creation of coursework, Learning Games Simulations, Augmented Reality and Virtual Reality could be developed.

- Create World-Class Campus Amenities. Use of blended teaching methodology involving traditional, interactive, and ICT enabled pedagogical techniques and use of multimedia virtual classrooms.

2.1.5 Develop interactive and collaborative learning designs fostering excellence and innovation

Key Performance Indicators:

Curriculum:

Make curriculum more inclusive. Increase employability potential to students through multi-disciplinary courses and research, Liberal Studies, career-oriented, need based, socially relevant, industry-oriented programs, certificate and diploma programmes, dual degree, joint degree and twin programmes.

- Modularization of curriculum and reforms.
- Departments in Languages, Literature, Music, Philosophy, Indology, Art, Dance, Theatre, Education, Statistics, Sociology, Translation and Interpretation, and other such subjects needed for a multidisciplinary, stimulating Indian education and environment to be established and strengthened.
- Efforts to preserve and promote Indian languages including classical, tribal and endangered languages. Respect for diversity and respect for the local context in all curriculum, pedagogy, and policy.
- Regular student feedback on teaching-learning process, curriculum and administrative facilities to ensure quality control and regular updating.
- Moving from ‘Choice-based credit system’ to “Criterion-based” grading system.
- Include Ethics and human Constitutional values like empathy, respect for others, cleanliness, courtesy, democratic spirit, spirit of service, respect for public property, scientific temper, liberty, responsibility, pluralism, equality, and justice in the curriculum.
- Community engagement in all the programs.
- Curriculum Expert Team to prepare the syllabus for a new program.

Pedagogy:

- Develop more programmes taught in Indian languages.
- Virtual labs should be created so that all students have equal access to quality, practical and hands- on experiment-based learning experiences.
- Bringing vigor to teaching-learning processes through carefully designed and implemented multidisciplinary course curriculum, session plans, student assignments, regularity, participation and involvement.
- Developing quality study material available as e-content on website as well as hard copy in the libraries.
- Pedagogy will have an increased emphasis on communication, discussion, debate, research, and opportunities for cross-disciplinary and interdisciplinary thinking
- Options for apprenticeship, internship and application of knowledge / skills in industry and real time settings
- Activity based and action learning methods should be adopted by the faculty members
- Emphasis on transferable skills for effective functioning in 21st Century context
- Resource management and Resource sharing methodology in the library promoting the maximum usage of library facilities.
- Flexible timetable and credit transfer system and mobility of students.
- Recruitment of qualified faculty.
- Project based learning.

Evaluation:

- Continuous formative assessment should be used.
- Well-designed examination systems with transparent evaluation processes.
- Automation and Secured Digital examinations.
- Emphasis on conceptual understanding rather than rote learning and learning for exams.
- Each component of assessment should be mapped to learning outcomes decided for each course.
- Every faculty should be trained on new assessment methods in the Faculty Training College.

2.1.6 Professional ecosystem in Teaching and Learning

Key Performance Indicators:

- Educational Innovation Team shall be constituted to promote professional teaching-learning- evaluation.
- Faculty from industries could be recruited.
- Involve stakeholders in curriculum design.
- Periodically conduct students' satisfaction survey to evaluate and improve the performance of the faculty.
- 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 for faculty and staff members.
- Organizing staff training for behavioral modifications and developing technical skills.
- Organizing social and cultural events for faculty and staff to cultivate a sense of belongingness to the University.
- Academic audit to be done once in two years by external experts.

2.2 RESEARCH, INTELLECTUAL PROPERTY AND SUPPORTIVE ENABLERS



2.2.1 Research and Development

Key Performance Indicators:

- Purchase books, journals and periodicals in the central library, departmental libraries and the digital library to aid research.
- Supporting faculty and student participation in research related events such as paper presentation in seminars, conferences, workshops, training programmes, and faculty development programmes.
- 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.
- Creating facilities for faculty publications as books, monographs, working papers, case studies, study material and other academic literature through in house publication facilities.
- Creating infrastructural support including buildings, equipment, databases, books, journals and other facilities as required for pursuing research on campus.
- Assisting new researchers and early careers in the process of publications and grant proposal writing.
- Providing adequate internal seed funding to increase the research productivity of active scholars.
- Organizing regular scientific writing workshops aimed particularly at novice researchers.
- Facilitate by providing access/subscription to online key resources such as the Thomson Reuters Web of Science, SDL, and membership with Scientific Societies.
- Allocate sufficient funding for conference presentation to faculty in order to create opportunities to initiate collaborations and subsequently co-authorship on publications with focus on interdisciplinary themes.
- Adequate staff to be provided in the office of the Deanship of Research Development to respond to the needs of researchers.
- Creating a research newsletter to share research achievements of the departments.
- Partnership with the private sector, commercial activities, philanthropy for research funding.
- Strengthen a culture of creativity, innovation, R&D, Trans-disciplinary applied research, skilling, entrepreneurship and continuous learning.
- Stipend for Ph.D. scholars.

2.2.2 Respond to relevant needs of the society in research

Key Performance Indicators:

- Intensify international cooperation, strengthen linkages with public and private research universities for joint research and publications.
- Choose research areas that will find solutions to human problems (e.g., Food, Water, Health, Social Justice, Ethical Marketing and Environment), Neighborhood mission – Lab to Land programs.
- Focus on Interdisciplinary Research relevant to Government, Industry and Society.
- Engage with industry, Government and society through multi-way exchange of knowledge and ideas.
- Aim at innovation, patents and technology transfer.
- Promoting Industry-Institution collaboration and partnership.

2.3 PHYSICAL ENABLERS



2.3.1 Infrastructure Development

Key Performance Indicators:

- Providing state of art centers of learning.
- Providing residential quarters for all faculty and staff, and hostels for the students.

- Adapting effective mechanism for maintenance for electrical, mechanical and civil utilities.
- Landscaping and Beautification of campus.
- Practicing cleanliness at facilities and amenities across the campus.
- Develop car parking area to accommodate all faculty, staff and students' cars and vehicles.
- Ensure facilities for holding seminars, workshops, etc.
- Developing and extending existing sports infrastructure for hosting various levels of tournaments and competitions by other institutions and organizations.
- Utilizing auditoriums of individual departments for promotion of art and culture and revenue generation.
- Explore and identify places for expansion of the campus.
- Implement cost saving measures (such as energy saving options, optimum utilization of existing infrastructure and resources), Design and build residence halls, academic buildings, and a Greenway that promote social interaction and more vibrant campus life.
- Ensure all buildings and facilities are wheelchair-accessible and differently abled-friendly.
- Libraries should become centralized modern information service Centre, connected to school specific libraries, and common access can be created.
- Common innovation, Design, Fabrication, Incubation, Coworking spaces

2.3.2 Green Initiatives

Key Performance Indicators:

- Popularize, implement and monitor green initiatives.
- Motivating policy makers and all stakeholders with environment conservation initiatives
- Promoting healthy environment friendly practices by making a vehicle free zone in the campus.
- Liaison with government officials for providing subsidized/ monthly travel passes for students.
- Conserving energy by digitization of database and automation in all processes.
- Harnessing renewable energy resources.
- Encouraging use of green /eco-friendly products in all activities.
- Promoting energy saving habits.

- Conducting energy auditing and get accreditation from authorized agencies.
- Developing infrastructure and systems in accordance with prevailing energy efficiency/ green standards.
- Conducting awareness programmes to develop concern for nature, environment and resource utilization for long lasting, safe and better future.
- Rationalize resources for zero waste, zero emission, energy efficient, green campus and smart functioning, optimizing collaboration and sustainability thinking
- Solar Energy, Sewage Treatment Plant (STP), Solid waste management

2.4 DIGITAL ENABELERS

2.4.1 Implementation of ICT

- Providing ICT enabled classrooms library facilities, laboratories, Wi-Fi connectivity.
- Investments in the information technology (ERP and automation).
- Using paperless communication
- Build a Central IT Hub that will house: Credit Bank, Property Management System, Student Information System, Faculty Information System, LMS and Scheduling system, Other ERP modules
- Online Education Portal, Virtual Collaborating Platforms
- Content Repository, Smart, Automated and Aware Campus
- Qualified and motivated IT team – hardware, network, software, and support

2.5 FINANCIAL ENABELERS

Key Performance Indicators:

- Constitute a Task Force for resource mobilization.
- Donations and sponsorships from alumni and philanthropists.
- Mobilize funds from CSR
- Mobilize grants from governmental and non-governmental organizations.
- Generate funds from private donations, cost saving on campuses, consultation services, skill

sharing, certificate courses/continuing education courses, OL/ODL Programs, etc.,

- Create Endowment fund, Corpus fund, General Fund and Development Fund etc.,
- Income through differential fee structure.
- Generate funds through introduction of new courses, tuition fee, etc.

2.6 GOVERNANCE ENABLERS



2.6.1 Ensuring Best Practices in Governance

Key Performance Indicators:

- Developing channel of communication regarding all matters related to academic, research, community services and accreditation.
- Creating an authority matrix that define the scope of authority for all managers and administrators.
- Delegating the budgeting authority from senior management to middle management with a clean monitoring system.
- Implement decentralized decision making for the regular tasks.
- Increasing the involvement of the female faculty and staff in all institutional planning and governance.

- Adopting an organizational climate in which the contribution of individuals is recognized and valued.

2.6.2 Accountability and Responsibility

Key Performance Indicators:

- Clearly define the responsibilities of administrators position descriptions.
- Delegations of responsibility with clear guidelines setting out the scope and limits of responsibility.
- Encourage creativity and innovation within policy guidelines, and with clearly defined mechanisms for accountability.
- Evaluate the annual report by the University Assessment Committee for each department and provide recommendation for improvement.
- Establish an institutional research office to provide statistical data on the performance.
- Ensuring that the university governance committees and councils are active and members are appointed as per the norms of the University.
- Update the policy handbooks to reflect current changes and make them available to all stakeholders.
- Expanding the orientation sessions for faculty, staff, and students to explain the handbook.
- Conduct periodical internal auditing.
- Implementation of automation – ERP which ensures transparency.
- Quick and prompt response to grievances.
- Focus on creation of alliances, networks, clusters and consortia.

2.7 ENABLERS FOR NETWORKING AND COLLOBORATIONS

2.7.1 Develop global and intercultural competencies in students

Key Performance Indicators:

- Establish a center for International Exchange Programmes for students.
- Create a comprehensive internationalization policy for institutional collaboration and

exchange.

- Student Exchange Programmes, Twinning, Dual degree and Joint Degree programmes could be offered.
- Collaboration with Civil Societies and NGOs.
- Involve Local Church, Inter-religious Dialogue and conflict resolution.
- Collaboration with Jesuit universities in the world and other religious congregations.



2.7.2 Evolve a network with industries

Key Performance Indicators:

- Identify and sign MoUs with institutions and industries relevant to the University.
- Strengthen the existing MoUs revitalizing with new academic and research programmes.
- Setting up of an Entrepreneur Park and a Technology Business Incubator and Intellectual Property Rights (IPR) Cell.
- Setting up a University Corporate Affiliates Programme to encourage mutually beneficial interactions between the University and its industry counterparts.
- Scholarships and placements from Industries.
- Create facilities for tinkering, fabrication, ideation, incubation, campus companies, industry collaboration, etc.
- Constitute Innovation Incubation Council and train students and faculty to develop the business ideas and set up start-ups.

- Establish networking with small, medium and big industries, corporates, and start-ups for internship during summer vacations to students.
- Develop a cohesive plan for National and International Academic and Research Collaboration, Industry-Institute Collaboration, Civil Society and NGO Collaboration.
- Create more job givers than seekers
- Make entrepreneurship course compulsory for all the Programmes.
- Offer entrepreneurship programs for SHGs, SME, Informal Sector
- Encourage filing of patents and commercialization of new ideas
- Set up impact investment fund for encouraging impact ventures (with specific social, economic, environment impact focus).

2.7.3 Strengthening Alumni Network

Key Performance Indicators:

- Effective communication for alumni involvement and participation.
- Create an international network of alumni.
- Increase the involvement of alumni in university policy making.
- Opening of alumni chapters in different zones.
- Recognition of successful alumni.
- Networking through social media.
- Expand opportunities for alumni and parent engagement for lifelong learning.
- Draw alumni expertise and counsel and make more effective use of alumni in the education of our students.

2.7.4 Branding promotion activities

Key Performance Indicators:

- Strengthen the public relations office and devote more resources to public relations activities.

- Engage with media to build up a clear identity and to report the academic achievements and latest developments of the university.
- Promote public relations function to establish a leading and quality image for the university.
- Collaborate with regional, national and international organizations and make use of the network to solicit their support.
- Enhance communication with the schools in the city and state to attract more student intakes.
- Conduct employers' survey to get feedback for continuous programme improvement.
- Develop effective mechanisms to keep internal and external stakeholders abreast of the new developments and achievements.
- Use of all kinds of social media efficiently.

2.8 HUMAN RESOURCE MANAGEMENT ENABLERS

2.8.1 Improving the profiles of the faculty

Key Performance Indicators:

- Incorporate more internationally recognized foreign or Indian faculty and researchers.
- Ensure policies and support for effective global engagement.
- Increase resources and support for internationalization through active participation in conferences, consortiums.
- Faculty Exchange Programmes.
- Identify and select competent faculty from different sectors of industry to form a pool of industry faculty.
- Faculty shall be encouraged to do annual internship in a company related to their field of specialization.

2.8.2 Faculty Development

Key Performance Indicators:

- An Academy for faculty and staff development shall be established to recruit quality faculty and staff and train them.
- Institute awards and give incentives to faculty to encourage teaching and research.
- A recruitment policy to achieve 1:20 Faculty-Student ratio.
- Develop facilities for recreation.
- Introduce well-defined performance appraisal system and performance reward scheme.
- Review the pay structure, create opportunities for professional development to attract and retain talents.
- Ease administrative burdens on faculty to focus on teaching and research.
- Conduct Faculty Development Programmes.
- Review faculty hiring and contract arrangements.
- Use of adjunct faculty and professor of practice.
- Provide global exposure to faculty.
- Teachers should undergo rigorous training in learner-centric pedagogy and on how to become high- quality online content creators themselves using online teaching platforms and tools.
