

Institutional Perspective Strategic Plan

2018-2023



Table of Contents

Executive Summary	2
Vision statement	3
Strategic Positioning and Differentiation.....	4
Key Elements of Strategic Plan	5
Identity and Branding.....	7
Identity.....	7
Branding	8
Rebranding	9
Identity and Branding/ Rebranding Impact.....	11
Research/ Innovation.....	14
Research/ Innovation Impact	15
Quality and Engagement	18
Quality of Faculty: -	18
Quality of curriculum: -.....	18
Quality of teaching: -	18
Quality of Students: -.....	20
Engagement	21
Quality and Engagement Impact	21
Growth and Diversity.....	25
Impact of Growth and Diversity	26
Augmentation of Infrastructure	28
Impact of Augmentation of Infrastructure	29
Digital Transformation.....	31
Technological Innovations that need to be implemented at THE UNIVERSITY.....	31
Impact of Digital Transformation.....	35
Conclusion.....	37

Executive Summary

This **Institutional Perspective Strategic Plan (IPSP) of the Presidency University (PU)**, for the five years from 2018 to 2023 marked a journey beyond 2015, the year of genesis of the University. In the earlier four years of its journey since inception as a University, the University primarily concentrated on Engineering and Law Faculty (Schools), a deep commitment to The Public Service, Academic Excellence, Entrepreneurship and Social Upliftment. During this Plan-period the had envisaged to evolve into a comprehensive Multidisciplinary University, ramifying its academic endeavours into many other Faculty/ies. The Academic- strengths of the University have now more than ever before, grounded in high-quality Teaching-learning providing an outstanding academic experience to its students. The focus of this Strategic Plan was to further develop the University under six strategic pillars that will propel itself into making it a university offering comprehensive and quality education with a focus on Research and Extension. The Plan envisaged University-wide goals and actions that were implemented in a time-bound manner, during the last five years.

This Plan was developed with a long-term strategic roadmap for the University for the years 2018 to 2023, after evaluating its earlier positioning vis-à-vis changing societal happenings and higher educational demands relevant to the local, regional, and global situations, and in compliance with the recommendations of the Statutory Regulatory Authorities from time to time. The plan details the re-positioning of the University as a multi-disciplinary university in line with the proposed New Education Policy 2020 and its aspirational recommendations. This 5 year perspective strategic plan of the University considered both qualitative factors as well as quantitative goals that the University aimed to achieve by 2023.

This Plan also addressed the capacity upgradation of both physical and intellectual resources of the University in the light of anticipated Technological and Industrial changes across the world and which required an Institution-wide response. This challenge was an opportunity for the University to significantly enhance the diversity of its faculty. The growing infrastructure-costs of Research and Scholarship (e.g., Libraries and Research Facilities) required an Institutional response that set priorities and ensured support a cost-effective implementation. The University had a clear focus on creating an ecosystem supporting Research, Innovation and Entrepreneurship. Institutional, University-wide Strategies and Tactics as envisaged have helped the University to meet the challenges effectively by taking advantage of an array of opportunities for its march towards academic excellence.


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Vision Statement

The hallmark of a good Strategic Plan is a strong vision, led by a collective set of mission statements that lead to the achievement of a strong collective vision – and a strong collective vision is exactly what was at the heart of the IPSP of Presidency University for 2018-2023. Going further, the University aims to be a globally-renowned Institution committed to Academic Excellence and the Development of Individuals with Integrity and Social Responsibility. Thus, Mission of the University centres around Innovation, Inclusivity, Interdisciplinary Learning, and Societal Impact. The University fosters an environment that encourages Innovative Thinking, the pushing boundaries in Teaching-learning, Research and Knowledge-transfer. Through rigorous Research and Engagement with the Community, the University aims to advance knowledge and further contribute to the betterment of the society. Interdisciplinary Learning is being emphasized, equipping students with a comprehensive understanding of complex issues and preparing them to tackle real-world challenges through simple yet effective solutions.

Going forward, the University Plans to support industrial growth of the nation by offering Knowledge-based Technological Support and Services, bridging the gap between Academia and Industry. Globally-applicable Skills will be imparted to Students making them Global Citizens, capable of undertaking employment across the world. With a commitment to Social Responsibility, the University strives to make a positive impact on the Society, contributing to Ethical, Ecological, and Economic aspects of Nation-building. Through its transformative educational experience, the University prepares students to become leaders and change-makers, dedicated to creating a better world of tomorrow. In essence, Presidency University's collective vision is to excel globally, fostering academic excellence while nurturing individuals who positively contribute to the society and embody personal values of integrity and social responsibility.

VISION

To be a value-driven global University, excelling beyond peers and creating professionals of integrity and character having concern and care for society.

MISSION

- Commit to be an innovative and inclusive institution by seeking excellence in teaching, research and knowledge transfer.
- Pursue research and development and its dissemination to the community at large.
- Create, sustain and apply learning in an interdisciplinary environment with consideration for ethical, ecological and economic aspects of nation building.
- Provide knowledge-based technological support and services to the industry in its growth and development.
- To impart globally applicable skill-sets to students through flexible course offerings and support industry's requirement and inculcate a spirit of new venture creation.



Strategic Positioning and Differentiation

A Strategic positioning of the University differentiates itself from other institutions and gets recognition for itself in the larger arena of the Higher Education Sector. Several key factors can influence a Strategic positioning of the University, including its Mission and Values, its Academic-offerings and Programs, its Research Focus, and its reputation and brand.

One way that a university can differentiate itself is by focusing on a particular area of Academic Strength or Research Focus. For example, a university may position itself as a leader in a particular field, such as Engineering or Business, and position itself as a chosen destination for students interested in such fields.

Another way that a university can differentiate itself is by offering unique programs or services that are not available at other institutions. For example, a university may offer study abroad programs, internships, or experiential learning opportunities that are not widely/easily available elsewhere.

In addition to academic offerings and research focus, the reputation and brand of a university can also play a significant role in its Strategic Positioning. Universities with a strong reputation and brand are often seen as more attractive to potential Students and Faculty and as a result, may be able to command appreciable Tuition Fees and Extramural Research Funding.

Overall, a Strategic Positioning of a University is an important factor in its success and competitiveness within the Higher- education Market. By focusing on its strengths and

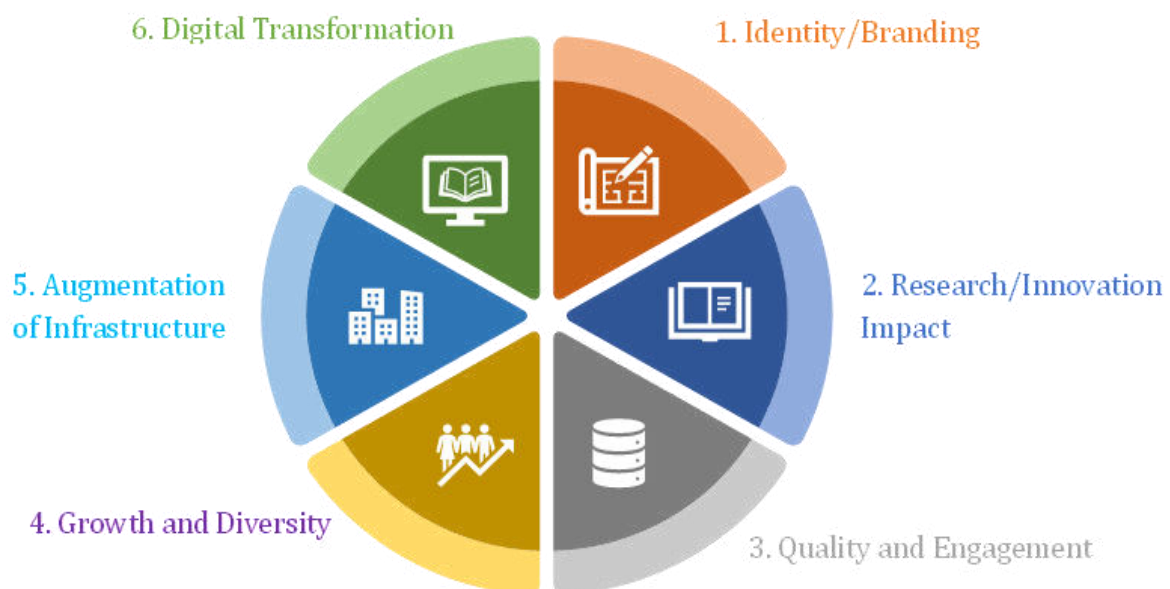
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offering unique programs and services, a university can differentiate itself and attract merited students and faculty.

Key Elements of the Perspective Strategic Plan

The key elements of the Strategic Plan of the University were the areas or pillars upon which this plan was built. These pillars of the Strategic Plan helped the University in the decision-making process and prioritizing and ensuring that the Plan is aligned with its Mission and Goals. These pillars provided specific Goals and Priorities for the University, with tangible outcomes.

The Six Pillars for the Strategic Plan of the University were:



Based on the above six pillars, which formed the bulwark of the Strategic Plan, this document describes in great detail each of the pillar precepts. It further defines the goal setting for some of the parameters, which has led to strategic dimensions that this Plan sought to address for the University.



The Goal-setting Process as above led to Strategy-creation and the provision of adequate resources to achieve the desired outcomes.

Identity and Branding

Identity

The **Identity** of a University refers to the overall image and reputation that the University has within the academic community and beyond. Identity is built on various elements such as the Institutional Mission, Values, and Goals, as well as its Visual Identity (such as its Logo and Branding Guidelines), Messaging, and the way it presents itself to the Public.

A strong University Identity can help the University to differentiate itself from its Peers, attract Top Students and Faculty, and build trust and credibility with stakeholders such as Donors, Alumni, and the Wider Community. Therefore, the University should carefully cultivate and manage its identity through well-thought Marketing and Communication Efforts that visualize its core values and differentiating points.

The importance of identity is particularly relevant in the Higher Education Market, where Universities are increasingly competing for Students, Funding, and other Resources.

Identity Goals for THE UNIVERSITY can be set as follows:

1. Establish clear and distinctive Mission, Vision, and Values that differentiate PU from its peers and reflect its unique character and purpose.
2. Build a positive reputation and image for PU, both within its community and beyond.
3. Enumerate the distinct advantages of the Program Portfolio of PU
4. Develop Research Centres of Excellence and hire more Research-centric Faculty Members to enhance the reputation of PU as a Research and Scholarship-oriented university.
5. Position PU as a leading institution in its field and region to attract top Students, Faculty and Researchers.



Branding

Presidency University continues to reinforce its stated motto **“Gain More Knowledge, Reach Greater Heights”** to achieve a Nationwide Brand-recall. The Engineering, Management and Law Programs should be built to the level that they become the Flagship Programs of the University and are sought after not only in the Southern-region but across the Country. The Program Portfolio should be strengthened by adding Programs relevant to Industry 4.0

Academic and Research-centric strength should also be improved across other Programs of Study beyond those stated above. Since Brand-development is an active process of creating perceptions that people have about the brand, immediate action is required to improve the Brand of other Faculty of Studies by improving the quality of Teaching-learning Processes and creating a vibrant Portfolio of New age Programs.



As part of the Strategic Plan and Goal-setting, THE UNIVERSITY should consider the renewal of its Brand identity in synchronisation with the New Strategic Intent and Objectives.

Rebranding

Rebranding might also involve, apart from improving the Teaching and Research components of various academic units, redefining the Visual Identity, Messaging and Branding Guidelines of the University .

Rebranding requires careful planning and coordination across Multiple Units and Stakeholders and can be a complex and sensitive process. Therefore, it is important to communicate clearly with all Stakeholders about the rationale behind the changes and the benefits they will bring. This Plan recommends a Rebranding-exercise for THE UNIVERSITY to strengthen its identity and brand in the long term.

The Rebranding Exercise for the University can comprise of following elements:

1. Redefine Vision and Mission in line with the latest contextual happenings in Higher Education including the proposed New Education Policy.

These Vision and Mission statements should be clear and concise and communicate the intent of the Strategic Plan and are also consistent with the competitive practices of other Universities.

2. Rework Visual Elements of its Brand Identity viz. Logo, Tagline and other Associated Elements to reflect Modernism.

With the New Strategic Intent, the Visual Elements of the Logo and Tagline need to change. Generally following steps are taken to do so:

- Start with Brand Personality of the University
- Experiment with Placement and Sizing
- Design Versions with and without the Tagline

3. Build and Expand the Program Portfolio to Cater to the Needs of Industry 4.0.

By regularly reviewing and revising Programs, the University can ensure that they are offering courses that are contemporary and relevant to the needs of their students and the wider Community. This can help to attract and retain Top Students and can also help to ensure that graduates are well-prepared for the demands of their chosen careers.

Revising Programs can help the University to stay attuned to changes in the Job-market and the Skills that Employers are seeking in New Hires.

By updating programmes to reflect these changes, the University can help to ensure that their graduates are well-prepared for the demands of the job market.

Based on the success of existing programmes in engineering, management and Law University will create additional majors for Design, Computer Sciences, Media and Journalism, and some programs offering new specializations in the existing schools.

4. Build strength in the Faculty Base by hiring the Best-in-class Scholars.

Faculty play a vital role in producing socially responsible professionals. The University has a blend of young, qualified, experienced, and competent faculty. The Faculty-members strive for excellence in their Teaching, Research, and other Administrative roles.

The students at the University will benefit through professional grooming from renowned Faculty and Industry Experts having experience in tackling industrial problems.



5. Ranking and Accreditation

Today Rankings and Accreditations are important validations, which highlight the University-quality. Higher Rankings and Accreditations are important not only from the Marketing and Enrolment-perspective but also from the Graded Autonomy-perspective.

The University should immediately embark upon preparing itself to improve its NAAC accreditation and also other accreditations such as NBA for its B. Tech and MBA programs

The University should determine Long-term and Short-term Goals for improving its Teaching and Research standards at the national level to establish itself as one of the top universities in India. The cumulative outcome of these efforts will result in a higher ranking in the National Institutional Ranking Framework (NIRF).



Identity and Branding/ Rebranding Impact



Identity Objective

Actions to be Taken

Redefine the Vision and Mission of the University	To align with the new strategic goals and provisions of the National Education Policy , 2020
Rework Visual Elements of its Brand Identity	Redesign Logo, Tagline, and other associated Elements to reflect Modernism.
Build and Expand Program Portfolio to cater to the needs of Industry 4.0	Evolve the Program Portfolio from the current 3.0 Programs to 4.0 Programs aligned with the current needs of the industry
Build Strength in the Faculty-base by hiring the best-in-class Scholars	Attract Top Faculty in the areas of key importance to the respective School
Ranking and Accreditation	Plan for both Institutional (NAAC) and Program-specific (NBA) Accreditations

Targets for Achieving Identity and Branding Objectives: -

IDT1

By the end of 2023, adopt the new Vision and Mission statements and disseminate the same to all the stakeholders of the university.

IDT2

By the end of 2023, rework the Logo, Tagline and other associated Elements to reflect the new resolve to be the leading regional University.

IDT3

Between 2019-24, progressively roll out the contemporary Programme Portfolio from the current 3.0 Programs to 4.0 Programs, duly aligned to the dynamic needs of the industry.

IDT4

Between 2019-24, progressively build the Profile of the Faculty-members by hiring best-in-class scholars and from the current number of 360 faculty, the faculty base should become 860 taking care of the cadre ratio and research and academic profile of new faculty.

Research/ Innovation



Why academic research is important?

- Academic research facilitates learning
- Research highlights the issues
- Research helps in the growth of a business
- Academic research leads to personal growth of students

Research and innovation can have a significant impact on universities, as well as on the Broader Community. Universities are often at the forefront of Research and Innovation, as they provide a space for Scholars and Researchers of the University to use new ideas and make discoveries. The University should weave into new Vision and Mission, the importance of Research, as it is a critical component of all Accreditations and Ranking Process.

The Impact of promoting Research in the University-setting can have the following goals:

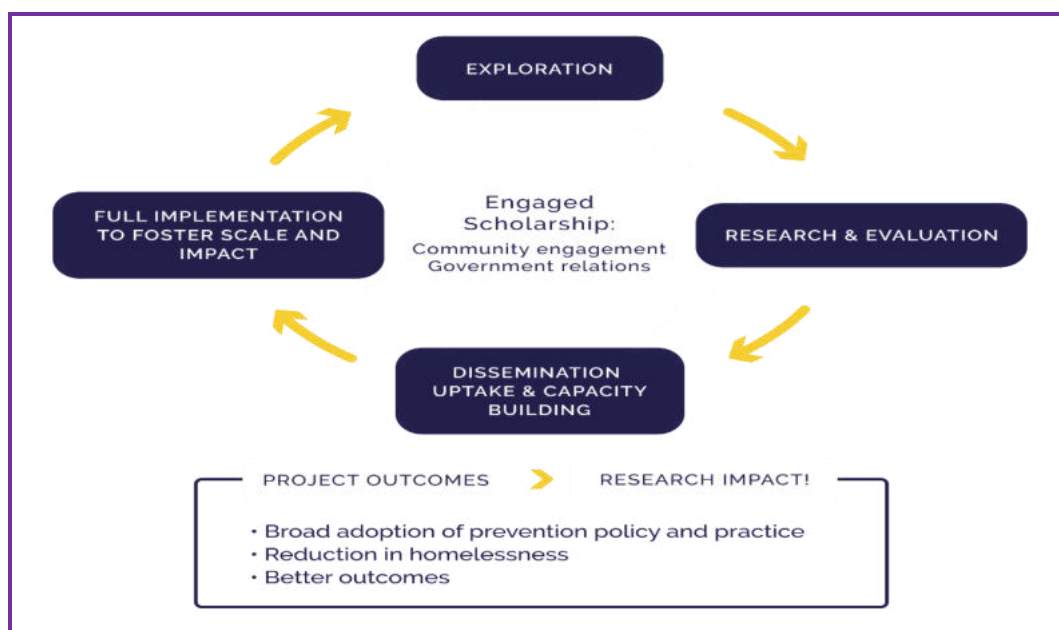
- Enhance Research-impact by focusing on Key Research Areas that are congruent to the Academic Disciplines of Strength.
- Research and Innovation can lead to New and Improved Methods of Teaching and Learning, which can enhance the overall quality of education at the University.
- Research and Innovation can lead to Partnerships and Collaborations with other Institutions, Businesses, and Organizations, which can help to expand the reach of and impact on the University.
- Research and Innovation can also assist, internally, in areas such as Entrepreneurship, Technology Commercialization and other Innovation Activities leading to generation of Intellectual Property Rights.

The University should develop Research and Development Programs in emerging areas that are congruent to the disciplines offered at the University. This could be done by establishing Research Centres of Excellence that are relevant to Business and Industry, with application-based research in various sectors that the University caters to. These Research Centres could conduct research with crosscutting functions, including Industry Partnerships, Knowledge and Technology Transfer, Analysis and Program Integration.

The Centres for Excellence and Research can lead to:

- Provision for Research and the advancement of dissemination of knowledge in the Advanced Technology Sectors.
- Undertake Developmental Studies and other such activities leading to the sustainable development goals of Karnataka, the southern part of India and the country in general.

Research/ Innovation Impact



Impact Objective	Actions to be Taken
Enhance Research Impact by focusing on Key Research Areas that are congruent to the Academic Disciplines of Strength, as offered by the University	Identify Six to Eight Key Research Areas and build Research-focus on and around them
Enhance the Overall Quality of Education at the University by incorporating	Initiate Project-based Learning based on Innovation and Research and create

Research-elements in the Teaching and Learning Process	Undergraduate Research Experience (URE) with ongoing Research Projects
Research and Innovation can lead to partnerships and collaborations with other institutions, businesses, and organizations, which can help to expand the reach of and impact on the University	Develop Ten to Twelve Research Partnerships with national and international institutions in areas of research focus and collaborate with six industry-based research centres
Research and Innovation can also help internally in areas such as Entrepreneurship, Technology-commercialization and other innovation activities leading to IPR-generation.	Create a "Presidency Launchpad" to foster Student and Faculty-startups along with Technology-commercialization
To disseminate the findings through Academia and Industry	Increase Journal Publications to the ratio of two per faculty, Citations to be increased ten-fold, improve ARIIA Rankings and create Research Newsletters
To be a leader in focused Research Areas	Win Research Grants up to at least Rs. XX Crores, at least 20% of the Publications in Q1/Q2 Journals, Thought Leadership in Conferences, Editorial Positions, Professional Societies and Distinctions, and file at least YYY Patents

Targets for achieving Research/ Innovation Objectives: -



IRIT1

By 2020, define Six to Eight Specialized Centers of Research Excellence that are aligned with the Research Themes.

IRIT2

Between 2021-24, progressively launch the Centres of Research Excellence (CoRE) with adequate Funding and appropriate staffing with Research Talent.

IRIT3

By 2023, create a strong base for Project-based Learning for Undergraduate Students by investing in Innovative Kits and Projects. Also launch the Undergraduate Research Experience (URE) Program and offer Research Experience

IRIT4

Between 2020-24, establish at least Twelve Research-Partnerships with National/International Institutions in areas of Research Focus.

IRIT5

Between 2020-24, develop at least 6 research partnerships with Industry-based Research Centres.

IRIT6

Transform Presidency Launch Pad into a flourishing Center of Excellence that fosters Innovation, Incubation, and Entrepreneurship. By 2024, to ensure that at least Ten Student-startups are active.

IRIT7

Achieve progressively, between 2019-24, the envisaged metric of Publication per Faculty should be achieved along with a Ten-fold growth in Citations. The number of Patents filed during this timeframe should reach 100.

IRIT8

By 2021, establish a fully functional Institute Innovation Council (IIC) under MIC of the Ministry of Education and promote innovation activities by a ten-fold increase to be achieved, progressively, by 2024. Achieve a high ARIIA Ranking.

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Quality and Engagement

Quality refers to the level of excellence of the University in terms of the quality of its faculty, curriculum, facilities and resources and outcomes.

Quality of Faculty

The Quality of Faculty in the University is one of the significant factors in the overall quality of education that a student receives. High-quality Faculty Members are typically well-respected in their fields, have strong academic backgrounds, are effective at teaching and mentoring students and are well-conversant with the Universities with top-notch Programs. Under such an environment Faculty-members are more likely to produce well-prepared and satisfied graduates, be in a position to contribute to the advancement of knowledge in their respective domain and are well-conversant with the latest Teaching-tools and Techniques. Factors that can contribute to the quality of faculty in the University also include their Academic Credentials, History of Research Publications and Teaching-experience. Quality of teaching has a significant impact on the learning experience and future success of the students.

Quality of Curriculum

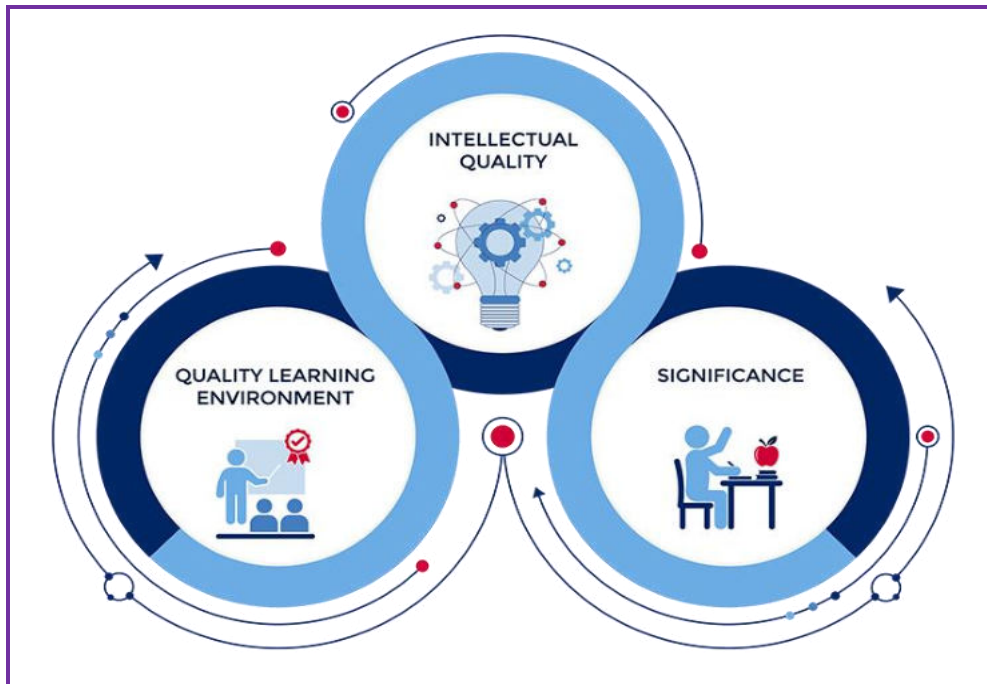
The Quality of the Curriculum in any University is considered to be an important factor in the overall quality of education that a student receives. A High-quality Curriculum will be well-organized, clearly structured, and designed to provide a comprehensive education in the subject area. It will also be up-to-date and shall reflect current developments in the field.

The Curriculum Framework should be built under the CBCS (Choice-based Credit System) - regime and conform to Outcome-based Learning Methodology with clearly defined mapping of Course-outcomes with Program-outcomes. By embarking on the journey to implement CBCS, the University shall also prepare for the implementation of broader provisions of the NEP such as Multiple Entry/Exit Modes.

Several factors can contribute to the quality of the Curriculum adopted by the University. These include the extent of integration between different Courses and Subject-areas, the use of Experiential-learning Opportunities such as Internships and Research Projects, and the availability of resources such as well-equipped Laboratories, Libraries and the overall Student-Support Eco-system.

Quality of Teaching

The Quality of Teaching and Student-learning are important drivers to Student-retention. Quality of teaching can be improved by providing Professional Development-opportunities to Faculty-members, by evaluating Teaching-effectiveness, through a blend of Student-feedback and Peer-review and by offering Resources and Support to encourage Faculty-members to improve their Teaching-skills.



High-quality Teaching is typically characterized by several factors, including the following:

<p>Effectiveness</p>	<p>Faculty-members should be able to convey complex information clearly and effectively to students and help them understand and retain it.</p>
<p>Engagement</p>	<p>Faculty-members should be able to engage students in the learning-process and encourage them to ask questions and participate in class discussions.</p>
<p>Accessibility</p>	<p>Faculty-members should be approachable and willing to help students outside of class, whether during office hours or other by other means of communication, beyond Class-hours.</p>
<p>Relevance</p>	<p>Faculty-members should be able to connect Course-material to Real-world-applications and help students see the value and relevance of what they are learning.</p>

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Quality of Students

Universities strive to admit diverse and talented students and students should be evaluated on their merits rather than being judged as a group.

Many factors, like motivation, dedication, and work ethic can contribute to the success of students in a university. To refine student-centric strengths and quality, the University will strengthen the existing support-services to help students succeed, especially through means of tutoring, academic advising and counselling.

The University shall endeavour to build experiential learning activities through engagement such as Internships, Research Initiatives and Study-abroad Programs, that can help students develop valuable skills and experience which will enhance their quality as individuals.



Engagement

Engagement refers to the level of interaction and involvement that a university has with the broader community, including through partnerships, outreach, and research. The University shall engage with the community around it to have a positive impact on Society and to be responsive to the needs and concerns of the Community, at large.

The Engagement can be done through the active involvement of students and faculty in various outreach activities. The University will create strong Outreach Programs like Social Service, Technology Dissemination and Assimilation, Consultancy, and Support-services that help the Community in achieving Sustainable Development Goals. Some of the key drivers of engagement are as follows:



Quality and Engagement Impact

Quality and Engagement Objective	Actions to be Taken
Attain and Retain Top-class Faculty	Develop a Strategy for attracting and retaining top-class talent; develop initiatives to support and encourage young Faculty-members and to provide for Endowed Chair Professorship
Develop a High-quality Curriculum across all Programs in the Portfolio of the University	Develop internationally-benchmarked Curriculum with CBCS Structure in

	alignment with Principles of Outcome-based Education
Provide High-quality Teaching	Develop rigorous Academic Processes; Review Curriculum and ensure best teachers are assigned to deliver content; assist young Faculty-members and PhD Students [Research Scholars] develop their Teaching Skills; Monitor and Report on Teaching-performance based on Student and Peer-feedback, Develop Teaching Excellence Awards and Improve Online Content and Delivery.
Increase the Number and Quality of Applicants	Increase the Quantity and Quality of Applicants; Develop Collaborative Agreements with top and reputed Secondary Schools; spread the word about the Value Proposition of the University.
Improve the Quality of Incoming Students	Enrol more academically-inclined Students; Establish Higher Admission-standards and Criteria; Offer Scholarships to Meritorious Candidates.



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Targets for Achieving Quality and Engagement Objectives: -

QET1

By 2022, PU should have in place a strategy for attracting and retaining top talent by clearly defining compensation packages, support in research activities, academic freedom, excellent human resource policies, and processes. The attrition rate should be brought down to less than 5% by 2024 .

QET2

Between 2019-24, progressively build the profile of the faculty by hiring best-in-class scholars and improve the current faculty base from 360 to 840, while also keeping in mind the cadre ratio and the research and academic profile of new faculty.

QET3

By 2022, develop an internationally benchmarked curriculum with CBCS structure and alignment with principles of outcome-based education for all 48 programmes on offer.

QET4

By 2021, create a process of concurrent academic audit to ensure excellent classroom delivery by teachers. By 2024, achieve the metric that 90% of teachers score 4 points or higher on student feedback on teachers on a 5-point scale.

QET5

By 2022, ensure that from the established FDP calendar, each teacher undergoes at least one FDP of five days duration in a year.

QET6

Build a strong Doctoral Programme so that by 2023, at least 100 PhDs are awarded the Doctorate and MMM Doctoral Students are pursuing the Ph.D. Program at the University.

QET7

Build a strong Brand-reputation through an excellent Placement Program so that an Application-to-Admission Ratio of at least 2:1 is achieved by 2024.

QET8

Improve the Quality of Student Intake by establishing High Admission Standards, by ensuring at least 50% Marks in the Qualifying Board Examination for admission to Undergraduate Program and at least 60% marks of admission into Postgraduate programmes, by 2024.

QET9

Partner with at least Ten Local Businesses, Five NGOs and Five Government Agencies by 2023 to support the Economic Developmental-needs of the Community.

QET10

PU should ensure that, by 2023, 100% of its students engage in Community Service Projects and contribute to the local community. This could also be done by promoting, by 2024, NSS Activities through the proper organization of NSS Chapters.

QET11

PU should conduct Extension Services through activities such as Lectures, Concerts and Exhibits to enrich the cultural life of the Community. Ensure that by 2023, at least Ten Extension Activities are conducted every year.

Growth and Diversity

The **Growth and Diversity** of a university are important factors in its overall quality and success. Growth can be measured in terms of the number of students, faculty, and staff, as well as the expansion of facilities and resources. A growing university is seen as an institution that is thriving and able to offer more opportunities and resources to its students.

The University will actively promote diversity in both its student and faculty base. A diverse university shall provide a more inclusive and welcoming environment for students and also expose students to a wider range of perspectives and experiences. Every University should take measures to attract and retain a diverse student base and faculty to be seen as a more dynamic and enriching institution to learn and work.

As the world becomes smaller through digital communication, social networks, and the multinational operation of businesses, creating a balanced international constituency amongst the student community, is a necessity. But most important, a growing base of international students helps all students generate a deeper and broader outlook towards the world. In this direction, the University should seek to grow the International-dimension of its Programs through a series of initiatives, collaborations and cooperations with International Universities, across the globe for student mobility, faculty mobility, and joint research initiatives.

Growth and Diversity are interconnected, and a university that can attract and retain a diverse student community would experience growth. Universities may seek to promote growth and diversity through efforts such as recruitment and retention efforts, marketing and outreach, and the development of programs and initiatives that support these goals.



Impact of Growth and Diversity

Growth and Diversity Objective	Actions to be Taken
Grow the Undergraduate Student Bases	Grow the Total Undergraduate Student base to at least 10000
Grow the Postgraduate Student Community	Grow the Total Postgraduate Student-base to at least 4000.
Increase Diversity of Student Body	Increase the International-diversity of the Student community base of the University; aim towards at least a reasonable proportion of students are from several foreign countries, across Programs; increase the percentage of women students, and promote the enrolment from socially and economically weaker sections of the Society.
Support the Growth	Hire more Faculty; enhance Student-support Services; increase Outreach Activities; enhance the number of Internships and Career-opportunities; add more extracurricular activities.
Increase the Faculty-size	Expand the Full-time Faculty-base to match the student-enrolment while maintaining FSR of at least 1: 20, in the cadre ratio of 1:2:6



Targets for Achieving Growth and Diversity Objectives: -

GDT1	Between 2019-24, grow the Total Undergraduate Student Base from 5500 to around 10000
GDT2	Between 2019-24, grow the Total Postgraduate Student Base in the University from 800 to around 1500
GDT3	By 2024, increase the international diversity of the Student body by having at least 5% International Students; representation of international students from various countries should increase to 30, at least 30% of Student Community, in the University should be outside the South-Indian Region and women should constitute at least 40% of Student-body.
GDT4	Between 2019-24, progressively build the profile of the faculty by hiring best-in-class scholars and improve the current faculty base from 360 to 860, also keeping in mind the cadre ratio and the research and academic profile of new faculty.
GDT5	By 2024, build or buy a robust automated Student Self-support System to enhance Student-support Services.
GDT6	By 2024, at least 25% of the Undergraduate Student-body should receive some form of Scholarship to improve diversity among students from Weaker Socio-economic Backgrounds.

Augmentation of Infrastructure

Augmentation of Infrastructure in a university refers to the expansion or improvement of physical facilities, such as Classrooms, Laboratories, Libraries, and other Buildings-Spaces. It can also refer to the acquisition or upgrade of Equipment and Resources, such as computers, scientific instruments, and other technological resources.

The Augmentation of Infrastructure can be an important factor in the overall quality of a university, as it can help to support and enhance Teaching, Learning and Research. Improved Facilities and Resources can provide a more comfortable and functional environment for Students, Faculty and Staff and can also help to attract and retain high-quality Students and Faculty-members.

Currently, the infrastructure at the University is being built to match the growth of the Student and Faculty Bases. However, the University will embark on a program of creating some iconic buildings such as a Central Library, Design School, and Student-breakout Areas and revitalize some of the current Infrastructure and modernize them to meet the aspirations of the modern day students.

It should also create facilities and amenities for students to enhance their Campus Life outside of the Classroom. In addition, there should be the creation of new academic spaces to enhance digital teaching-learning activities.



Impact of Augmentation of Infrastructure

Augmentation of infrastructure Objective	Actions to be Taken
Augmenting the Academic Infrastructure	Build new Academic Blocks to cater to new Schools and to augment student-strength
Revamp and Modernize Laboratories, Library, and other Academic Spaces	Labs to be modernized with space and equipment and to develop some state of art research labs. Create a new library and expand various Computer Labs to meet the growing demand of Computer Science Students.
Revitalizing the Exteriors and Interiors of the Existing Buildings	Develop a plan to modernize the facade of existing buildings, along with improvement of interiors, to give a premium look
Modernizing the Student Halls of Residence/ Hostels	Improve the look, feel, and habitability of Hostels/Student Living Areas
Creating Student-breakout Zones	Carve out outdoor spaces in six differently themed Student Hangout Areas



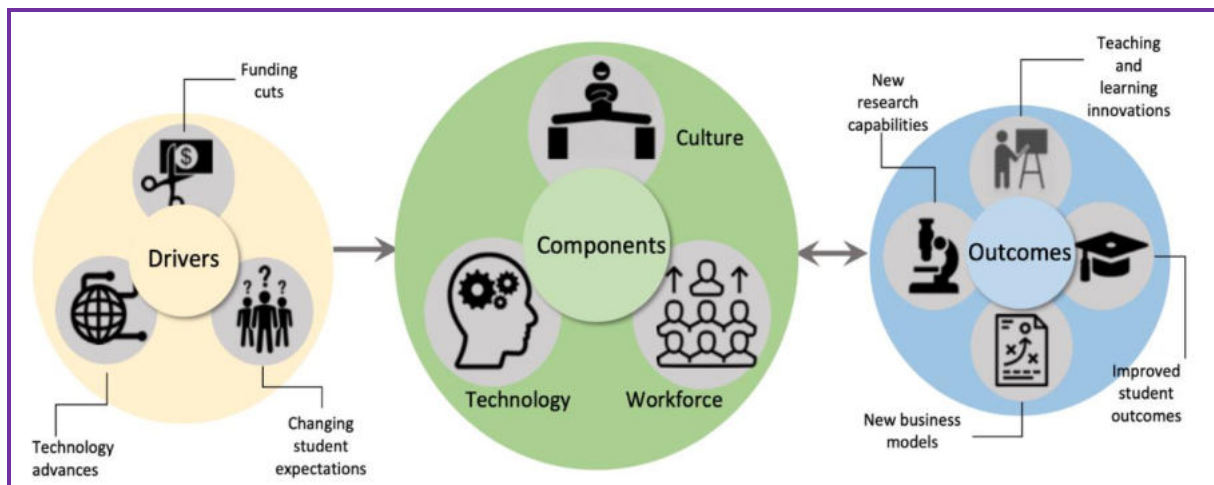
Targets for Achieving Infrastructure Objectives

IAT1	By 2023, build New Academic Blocks of approx. 15000 sq. ft to accommodate the needs of new schools and to augment student strengths.
IAT2	Between 2019-24, 20 labs are to be modernized, space and equipment to create at least 05 Research Labs; New Library of needs to be built to increase both stocking and reading areas.
IAT3	By 2024, modernize the Facade of Existing Buildings along with the improvement of interiors to give a premium look.
IAT4	Between 2021-24, improve the look, feel, and habitability of Hostels/Student Living Areas
IAT5	By 2023, build or buy a robust Automated Student self-support System to enhance Student-support Services.
IAT6	By 2024, carve out outdoor spaces in six different Student - hangout Areas.

Digital Transformation

Digital Transformation refers to the process of using Digital Technologies to fundamentally change the way an organization operates and delivers value to its stakeholders. The University should immediately undertake a Digital Transformation Plan that could lead to the use of Technology for the following Academic and Administrative Initiatives:

- Leveraging a world-class LMS to improve Teaching and Learning, through the use of Online Course Materials, Virtual Classrooms, and other E-learning Tools.
- Using Data Analytics and Artificial Intelligence such as Predictive Analytics to improve decision-making and operational efficiencies, which could assist in optimizing student retention and success.
- Enhancing Research and Collaboration through the use of Digital Tools, such as Cloud-based Data Storage and Collaboration Platforms.
- Improving Communication and Engagement with Stakeholders, by enhancing the use of Social Media and other Online Platform.



Technological Innovations that need to be implemented at the University

Core Student Information System to Manage Student Lifecycle based on Integrated ERP Approach

Students are attracted to a university if they can easily engage with the University Services, through flexible Student-centric Processes and are able to receive a seamless experience with a personalized web presence, accessible from any place or device. The University should endeavour to provide Digital-enablement for Students to track their progress and seek various services and engage in collaborative activities. The Service Divisions, Schools/Departments, and University IT Services should work in tandem to ensure that IT is an enabler of innovative student services. The students should also have simple and effective access to support services as per their requirements.

Sanne
REGISTRAR
PRESIDENCY UNIVERSITY
Registrar

Student Information System (SIS)

The Key Elements of an Effective SIS are:

- Enable Students to track the progress of their interaction with the University and support the development of a student-journey within the University through a personalized web-presence.
- Provide Student Analytics that enables a holistic understanding of the student-experience across the University.
- Develop and implement an “anytime, anywhere access from any device”, Engagement -strategy for university applications, with clear priorities.
- Continual improvement of Administrative Processes by replacing paper forms and manual efforts with digital forms and process automation.
- Map the student-journey to understand the key touch points. Identify and act on opportunities to enhance the experience through improved delivery of services and support.

Learning Management System (LMS)

A **Learning Management System (LMS)** is a Software Application for the administration, documentation, tracking, reporting, and delivery of educational courses, training programs, or learning and development programs. The Learning Management System-concept has emerged directly from e-Learning. The existing LMS is also connected to numerous Open Learning Courses that students can access outside of their Course Curriculum.



With an LMS, students can access Course Materials and complete Assignments from any device with an Internet-connection, at any time. This can be especially useful for Students who are unable to attend class in person or who have busy schedules. LMS can help streamline the process of grading assignments and provide feedback to students. The University can use the system to create and distribute assignments, track student progress and provide feedback electronically.

Ancillary Functions

Most of the **Ancillary Functions** are carried out by Function-point Software, which is added to the base of SIS / ERP, to improve the Business Functionality of the Information System (as a Product), which will enhance User-experience and convenience. Therefore, in this section, we would suggest various add-on Function-point Software, required to complete the set of Ancillary Functions that are needed for the holistic usability of the system.

At the University, there is a wide range of activities and services, such as:

- Alumni Relations
- Career Services and Placements
- Dynamic Scheduling and Time-tabling

1. Alumni Relations

To build the function of Alumni Relations, the University should deploy Specialized Software such as *'Alma Connect'* and *'Vaave'* and integrate them with the Base ERP/SIS. The Alumni Relations team should build an active and engaged Alumni Community by providing opportunities for Alumni to connect with the University using the above-mentioned Software.

2. Career Services and Placements

Career Services and Placements are support services offered by universities to help students and graduates prepare for and find employment after completing their studies. Most universities these days, especially private universities have a well-defined Career Services and Placement Office. Such Career Services Office provides a variety of services to help Students and Alumni to meet their goals.

An effective, Automated Career Service and Placement Software such as *'Superset'* provides for student interfaces to help them build their resume and also sign up for various jobs that recruiting companies are offering while visiting the Campus.

3. Dynamic Scheduling and Time-tabling

Dynamic Scheduling and Time-tabling in a university refer to the process of creating and managing schedules for courses and other activities. Such Systems can help universities manage their schedules and resources more efficiently and effectively and provide a more streamlined and organized experience for students and faculty.



Dynamic Scheduling and Time-tabling Systems will allow the University to efficiently utilize and allocate Classrooms and other Resources, such as Laboratories and Computer-labs, to ensure that all courses and activities have the space and resources they need. It can help the University coordinate schedules for courses, events, and other activities to ensure that they do not conflict with one another.

Dynamic Scheduling and Time-tabling Systems will allow University to easily make changes and updates to schedules, such as adding or removing courses or events, or changing the times or locations of activities. It can provide visibility into the schedules of courses and other activities, making it easier for students, faculty, and staff to plan their schedules and avoid conflicts.

Impact of Digital Transformation

Digital Transformation Objectives	Actions to be Taken
Provide for a University-class ERP	Buy or build a robust ERP for University-specific Requirements
Cater for Student Information System	Buy or build SIS to manage Student Life Cycle and integrate with ERP
Deploy world-class LMS	Invest in Canvas, D2L, or Blackboard type of Higher LMS and integrate with ERP
Use Specific Software for Ancillary Services	Invest in Top-of-the-Line Software for Alumni Connect, Career Services, Dynamic Time-tabling CRM, and Online Attendance
Build a Robust IT Infrastructure Backbone with sufficient provision of Bandwidth	Create a Fibre Optic-based Hub and Spoke Network with sophisticated Routers, Access-points, Firewall and Servers. Provide at least 2 GBPS Bandwidth Internet

Targets for Achieving Digital Transformation Objectives: -

DTT1	By 2022, Buy a robust ERP for Specific requirements of PU.
DTT2	By 2022, Buy or build a suitable SIS for the specific requirements of PU.
DTT3	By 2022, deploy a world-class LMS with full functionality including computation of CO-PO Attainment level.
DTT4	Between 2023-24, deploy Specific software for Alumni-connect, Career Services, Dynamic Time-tabling CRM, and Online attendance.
DTT5	By 2023, integrate all the elements such as ERP, SIS, LMS, and Software for Ancillary Services to give a seamless experience to Students, Faculty and Administrators.
DTT6	By 2023, build a robust Fiber Optic-based Hub and Spoke Network with sophisticated Routers, Access-points, Firewall, and Servers. Provide at least 5 GBPS bandwidth of Internet

Conclusion

In conclusion, the 5-year Strategic Plan of Presidency University sets a clear trajectory for the institutional growth and development as it evolves into a Comprehensive and Multidisciplinary University. The Plan reflects the collective vision of the University-community and Stakeholders, emphasizing the values of Academic Excellence, Integrity, and Social Responsibility.

The successful implementation of this Strategic Plan will require collective effort and collaboration from all stakeholders. It is through their commitment and shared responsibility that Presidency University will rise to the challenges of the future, further enhancing its position as a global leader in education and research.

As the Plan unfolds, Presidency University will continue to evolve, adapt, and remain at the forefront of Innovation and Academic Excellence. With a strong foundation and a clear roadmap, the University is poised to achieve its vision of becoming a globally recognized institution that produces professionals of integrity and character, dedicated to making a difference in society.

The 5-year Strategic Plan of Presidency University is not only a roadmap for growth but also a testament to the commitment of the University to shaping a better future. It sets the stage for Transformative Education, Impactful Research and Meaningful Engagement with the Community. With every milestone achieved, Presidency University will continue to exceed expectations and stand as a shining example of academic excellence and societal contribution.