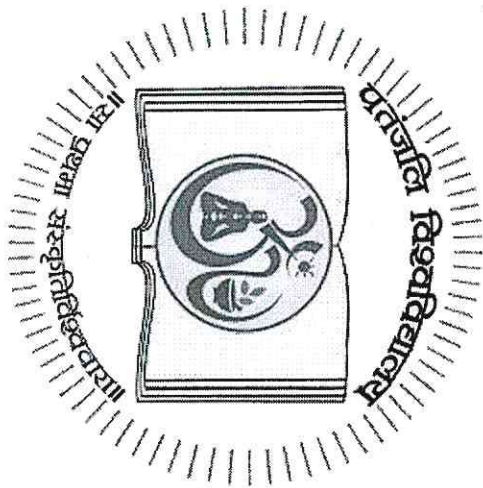# University of Patanjali Haridwar

6.2.1

Policy/records showcasing methodology on evolving its strategic plan, mechanisms of deployment and monitoring- assessment procedures in place

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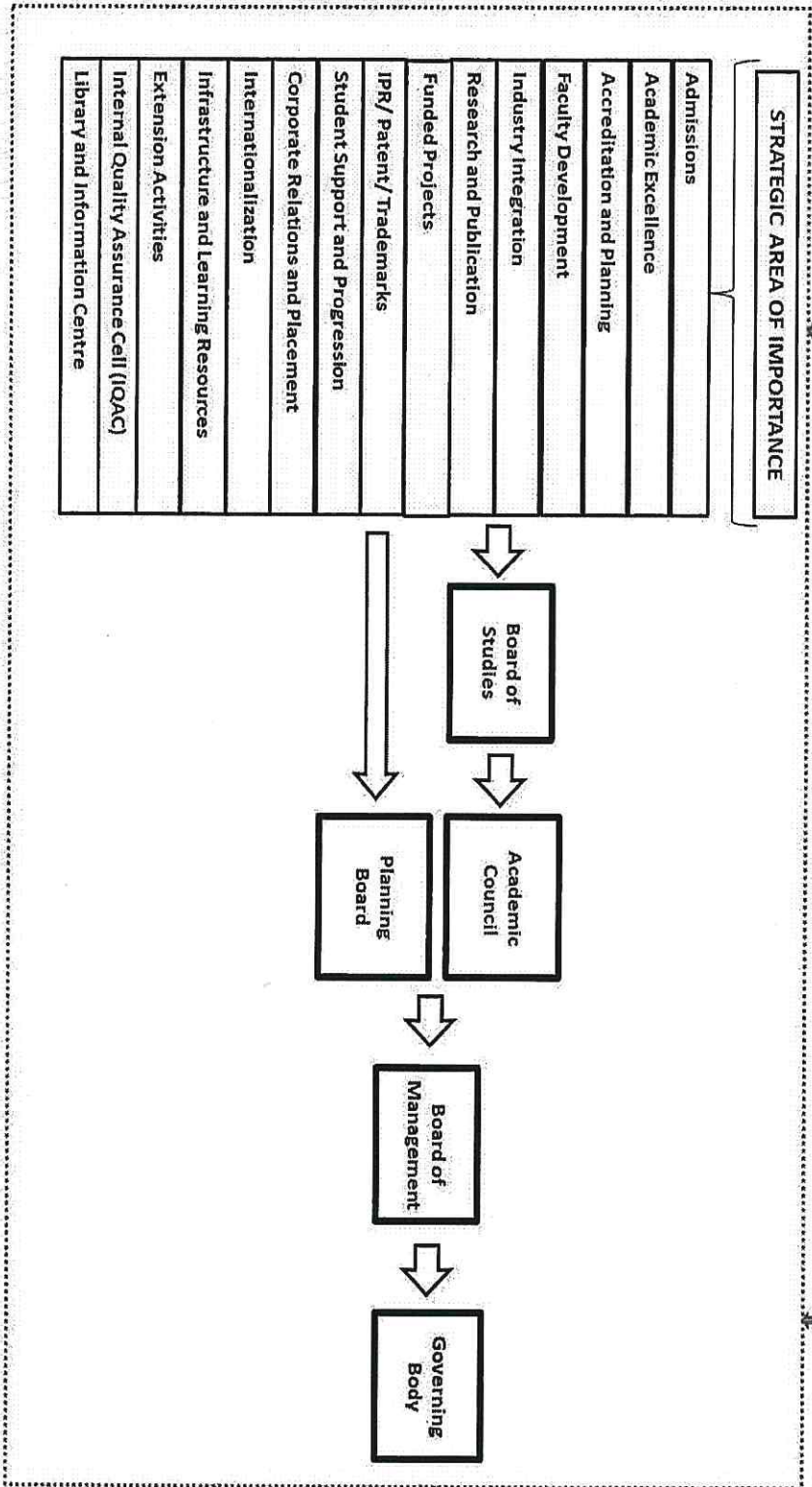
UNIVERSITY OF PATANJALI HARIDWAR

Strategic Planning Framework

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Strategic Planning Framework of University of Patanjali Haridwar

VISION, MISSION AND CORE VALUES

STRATEGIC AREA OF IMPORTANCE

- Admissions
- Academic Excellence
- Accreditation and Planning
- Faculty Development
- Industry Integration
- Research and Publication
- Funded Projects
- IPR/ Patent/ Trademarks
- Student Support and Progression
- Corporate Relations and Placement
- Internationalization
- Infrastructure and Learning Resources
- Extension Activities
- Internal Quality Assurance Cell (IQAC)
- Library and Information Centre

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Board of Studies → Academic Council
Board of Studies → Planning Board → Board of Management → Governing Body
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DETAILED STRATEGIC PLANING FRAMEWORK

Sr No	Strategic Area of Importance	Goals	Strategic Actions	Responsibility

1	**ADMISSIONS**
	(UOP shall attract talented exceptional and ambitious students, inspired to empower themselves to excel in their profession, to serve the nation and the global community with devotion and integrity)
		• Increase in intake as well quality of students.	• Increasing visibility in the market by market promotion:
			  – Aggressive promotion in the core catchment area to increase visibility through following:
			  – Mall Activation Promotion
			  – Organizing and participating in promotional event
			
			• Promotion through digital platform such as Facebook, linkedin, Education Portals and others;
			• Improving University website to enhance online outreach in the open market;
			• Participating in education fairs on selected locations to build-up the existing geographical domain and exploring new market;
			• Actively engage in international students' enrolment and building connect with good international consultants;
			• Promoting flagship programs more aggressively and new innovative programs to attract more students;
			• Efficiency in admissions procedures & operations:
			
			  Implementing CRM system and processes to bring efficiency in processes and strengthening connect with student to increase the conversion ratio;
				Admissions Head of the University

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#	Area	Action Points	Responsibility
2.	**ACADEMIC EXCELLENCE THROUGH CHOICE BASED CREDIT SYSTEM & OTHER ACADEMIC INNOVATIONS** (Academic Innovations, supporting our students to engage and motivate to become problem solvers, natural leaders and capable of pushing the boundaries of knowledge and capable of greeting the challenges of future. UOP fosters a learning environment in harmony with nature where students and faculty have space to interact and engage.	• Introduce new programs in contemporary areas • Consolidate the existing programs in terms of student strength • To partner with industry to introduce industry integrated programs • Provide students flexibility in terms of number of credits earned per semester • To introduce skill based & certification programs • To introduce communication skills programs • Promote blended learning mode by incorporating MOOC, spoken tutorials and other online courses as part of the teaching learning process as per UGC guidelines. • To make the curriculum more industry focused & research oriented • Dissertation – For all Masters level programs it would be mandatory to have the dissertation resulting in at least one research publication. • To increase the number of Full time PhD scholars. • Promote team teaching and interdisciplinary perception.	Dean Academics Head of the Department/Institution Programme Coordinator Board of Studies Academic Council • To achieve academic excellence by enhancing academic rigor through Innovation, Industry integration and Internationalization.
3	**ACCREDITATION AND RANKING** (UOP to emerge as of the top ranked University nationally as also to figure in top 100 in QS and other international ranking)	• Establishing credibility through participating in Global Accreditations and rankings. • Increasing visibility in the market through website and print media to publicize existing accomplishments. • Enhancing the Quality as per the International Standard • Increasing intake quality of students • Improving faculty and students quality	IQAC Registrar Dean Academics Head of Department/Institution • Creditability and quality as per the Global Standard

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4	**FACULTY DEVELOPMENT** Faculty and students are at the core of the university repute, UOP shall attract the best minds in its faculty who are inspired to teach and driven by research.	• To achieve level of faculty cadre as specified as per UGC/NAAC requirement • Constant up-gradation of professional competency of faculty • Transparent mechanism of regular performance evaluation, review and feedback of faculty • To build CCSM (competent, committed and self motivated) culture in the faculty of University	• Recruitment of faculty with PhD qualifications and experience more than 10 years. • Motivating faculty and assigning time frame to existing faculty to complete PhD • Cadre review and rewarding existing faculty • Providing opportunities for faculty development and refresher courses • Objective and transparent performance evaluation & review system and feedback mechanism • 02 FDPs and 01 AcademicLeadership program each year • Publication & Projects incentive • On time increments	Director – IQAC HoD
5	**INDUSTRY INTEGRATION** (UOP recognizes industry as major partner in progress to drive the agenda of making	• Keeping in line with our philosophy of being an industry integrated and research oriented	• To further strengthen the student's orientation towards research and industry with an objective of making him more employable the following is proposed • More number of MoU with industry.	Head of the Department

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6	**RESEARCH AND PUBLICATIONS** (UOP research shall be targeted to tackle the current challenges break new grounds for discovery and technology development and support national missions. Research publications in highly reputed Journals (SCOPUS, SCI, Web of Science and PubMed etc.) shall earn global repute for UOP faculty.)	• To increase number of publications. • Raising the quality of publications in leading indexed journals and conferences (SCI, Web of Science, Scopus, Pubmed etc.)	• Setting publication target per faculty members/year (Minimum 1 papers per faculty per years in Scopus/ Web of Science/ Indexed Journals/ Conferences) • Incentivizing and rewarding faculty contributing to high quality research • Supporting faculty in their publications in journals of repute and participation in conferences • Improve citation index per faculty. • More publications in index journals SCI, Web of Science, Scopus, Pubmed etc.	Dean Research Head of Department
7	**FUNDED RESEARCH PROJECTS** (Our success at UOP will be judged by our record of Research Leadership and the Impact of our work on society. "Relevance driven excellence shall be the Mantra for research at UOP.")		• Creating awareness among the faculty members regarding available project funding opportunities • Recruiting faculty with excellent research profile along with project granted. • Guiding faculty members in writing and submitting project • Developing an eco-system of inter-disciplinary learning and working • Collaborations with leading academic, research and industrial Incentivizing and rewarding faculty for getting project grant	Dean Research Head of Department

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8	PATENTS/IPR/TRADEMARKS (New Innovations at UOP leading to increased patents/ IPR that have high value for commercialization shall be the core.)		• Recruiting faculty with excellent research orientation • Developing an eco-system of inter-disciplinary research. • Organizing workshops to train faculty in identification of novelty and patentable outcome. • Fostering Innovations and patents • Incentivizing and rewarding faculty for filling and granting patents • Collaborations with leading academic, research and industrial organizations	Dean Research IPR Cell Head of Department
9	STUDENTS' SUPPORT AND PROGRESSION (Student performance, their employability, innovative capabilities and ethical and moral values are the core of UOP initiatives. Student satisfaction shall measure our success.)	• To provide necessary support to students to acquire meaningful experiences for learning at the campus and to facilitate their holistic development and progression. • To ensure effective system of monitoring students performance. • To ensure quality placements and progression of students to higher education. • To promote participation of the students in social, cultural and extracurricular activities to facilitates development of various skills and competencies.	• Reducing debarred per-cent of students to less than 1 per cent of total strength of class A close check on day-to-day attendance by HOD/HOI may work so that the student attends at least 75% classes. This will minimize the debar cases. • Achieving pass per-cent of above 95 percent and above Good academic delivery and close monitoring of the students performance through result analysis may serve. The course curriculum be designed to be industry integrated/application based to have more placements of students.	Head of Department Dean of Student Welfare Office of International Affairs

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10	CORPORATE RELATIONS & PLACEMENT	Personality development, effectively bridging the skill gap and attitude building shall be major focus of the UOP.	• To evolve educational programs which are consistent with the broad requirements of the industry. • To enhance competency and skill-set of students and to make them industry ready.	Head of the Department Head – Placement Cell
			• Involvement of Industry experts in curriculum development • Visiting and guest faculty from industry • Industrial training & Internship • Increased Industry visits of students • Undertaking Live projects in collaboration with Industry for UG, PG and Ph.D. • Increased Consultancy/research projects from/with industry/ Government • More number of MoU with industry for Internship. • Strengthen Alumni cell.	
11	INTERNATIONALIZATION	International students bring cultural diversity and new perspectives. We will increase their number and diversity at UG, PG and Ph.D. programs.	• Enhance global visibility of the University • Promote international collaboration to boost research and academic excellence. • Increase International opportunities for faculty and students. • Attract international students and cultural diversity.	Dean Academics Office of International Affairs Head of Department
			• International accreditations & ranking • Academic Collaborations and MoUs • Admission of International students • Faculty and students exchange programs • International projects • Lecture by international speakers • Guest faculty from foreign University	
12	INFRASTRUCTURE AND LEARNING RESOURCES (World class academic and research infrastructure shall form the foundation for academic and research ambiance at UOP.)		• To ensure adequacy and optimal use of the facilities available in an institution to maintain the quality of academic and other programs on the campus and how every constituent of the institution - students, teachers and staff - benefit from these facilities	HR - Administration Planning Board
			• Meeting norms of Regulatory & Statutory Bodies in respect of: - Classrooms - Books - Computers - Laboratories - Equipments - Software - LCD projectors - Sports facility • Automation of library and online resources • Number of national & international journals • Increased Library usage by students and faculty	

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#	Area	Objectives	Responsibility
13	**EXTENSION ACTIVITIES** Enhancing the quality and outreach to the society.	• To achieve community services and contribute towards nation building • Collaborate with NGO's and government. • Promote student participation in social work.	Head of Department
14	**IQAC** (Internal and External Audit of university services including academic audit to identify cap areas and monitor timely actions. Assuring national and global quality standards. Achieving accreditation of UOP programs through NAAC, NBA etc. Achieving high NIRF ranking and ratings in regional, national and global surveys.)	• To control and Assure the quality as per the norms and standards. • Continuously monitor and improve the overall quality • Carry out student satisfaction survey each year and initiate follow up. • Academic & Administrative audit by external members as per NAAC requirement. • Identification of Gaps as per any other Accreditation and Ranking. • Assurance of the quality as per the international Standard. • Assign quality benchmarks to each institution and Centers.	Head-IQAC Head of Department
15	**LIBRARY AND INFORMATION CENTRE** (UOP New library shall be the major hub for enhanced learning and collaborative research.)	• Knowledge-based Resource Centre. • To provide access to quality Digital Collection and Collection in all formats to meet the research and teaching learning needs of the University. • Library books and periodicals as per UGC norms • Strengthen Digital Library • Facilitate the development of skills and tools to help researchers navigate and manage information and measure their impact. • We will assist the University in meeting its research reporting and assessment requirements.	Dean Academics Head of Department Librarian

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