

NEHRU GRAM BHARATI

(Deemed to be University)



STRATEGIC PLAN/IDP

2017-22

VISION

GOALS

APPROACHES

ACTION

Strategic Plan

The Strategic Plan of NGB (DU) (deemed to be University) has been drawn to serve as a guiding light to the institution, to bring in efficiency in operation, assist in deciding between competing priorities, take decisions and actions which lead the institution towards a path of sustainability and move it away from stagnation.

The thrust is on multidimensional approaches to achieve significant goals in four areas namely,

- i) Academic Excellence,
- ii) Research and Development with rural attributes,
- iii) Infrastructure and Resources and
- iv) Stakeholders' Management and Collaboration, which are critical to the University's future.

These areas will guide NGB(DU) in designing strategies, and position the institution as a University with academic excellence - excellence in teaching and research with special focus rural issues, social responsibility and accountability.

The institution is conscious of the current global challenges including the global socio-economic, political and cultural contexts, impact of the emerging information society, the technological advances, the democratization of educational opportunities, diversification in higher education in terms of its function, structure and organization, educational spending, need for quality assurance, the aspirations of today's youth, particularly the rural youth and, the need for bringing forth creativity, innovation and research to solve the problems of today's India.

It is in this context that *Academic excellence, Research and Development, Infrastructure and Resources, Stakeholders' Feedback and Management, and Collaboration* have been outlined as the fundamental pillars for the Institution's growth and development in the near future.

Vision

We aim to nurture and promote youth especially from rural area by providing high quality education and training in keeping with the promise of Late Pt. Jawaharlal Nehru. Our dream is to build a role model Institution with state of art infrastructure providing right ambience for creativity and stimulation in thinking to generate new ideas for research and application of skill for developing technology for welfare of mankind.

Mission

Our mission is to empower the nation through preparation of competent and trained human resource. University has plans to enhance capability of young talents for fulfillment of their aspirations through innovation, skill development and proper training. We endeavor to enhance employability through training and spirit of competitiveness. We emphasize inculcating initiative for entrepreneurship generating self-employment and national wealth.

Strengths, Weaknesses, Opportunities, Challenges (SWOC) Analysis

Strengths

- Locational advantage with proximity to the city of Prayagraj
- Wide range of programmes/subject-combinations available to choose from,
- Catering to the higher education needs of local population
- Range of well-designed professional programs and skill oriented courses besides the regular programmes, to foster global competencies.
- Choice Based Credit System (CBCS) across programmes and a good number of elective options in other regulated programmes.
- Grading System across all the programmes.

- National Council for Teacher Education (NCTE), All India Council for Technical Education (AICTE), and Bar Council of India (BCI) approved programs offered.
- Academic collaborations with reputed national/international institutions, and corporations to develop globally relevant courses.
- Well-qualified, experienced and motivated faculty members.
- Healthy bonding and interaction between faculty, students and alumnae.
- Supportive and Student-centric approach comprising participative, experiential and problem-solving methodologies for an enhanced teaching-learning experience.
- Focus on the holistic development of students through a blend of curricular & co-curricular activities.
- A strong base for community outreach and extra-curricular activities; University has an NSS, and NCC unit.
- Decentralized and participative governance, with strong second line leadership at the University.
- Training and Placement Cell for coordinating activities like industry training, career guidance and placements.
- Professional and individuals of eminence from diversified fields associated with the University as members of its statutory bodies.
- Student-engagement through optimal use of ICT resources in overall functioning of the University; recent one being the switch-over to the virtual mode of teaching-learning and examinations during the pandemic.
- Strategic interventions in community with extensive Corporate Social Responsibility (CSR) and Extension-related activities.

Weaknesses

- Lack of consultancy projects by faculty members for resource generation
- Need of research grants to strengthen infrastructure and enhance the quality of research.
- Requirement for more long-term strategic collaborations with reputed international/national institutions for promoting Research and Development as well as encouraging Faculty and Student Exchange Programmes.
- Need for creating more avenues for resource-generation.

- Need of boys' hostel and hostel for research scholars.

Opportunities

- Capability to meet the growing demand for specialized, professional and industry-based courses.
- Strengthening vocational education through UGC-sanctioned programmes such as B. Voc.
- Fostering collaborations/tie-ups with other public/private sector/non-profit institutions for academic enrichment of teachers and students alike.
- Availing research grants from Government/Non-Government agencies to support the University's research endeavors and related initiatives.
- Attracting alumnae, business houses, foundations etc., for instituting endowments.
- Effectively reshaping education delivery (online teaching-learning) for international and off-campus delivery of online courses/programmes and promoting exchange programmes.
- Collaborations with national and international academic bodies such as Association of Chartered Certified Accountants, to develop global courses.
- Introducing industry-oriented courses as per the requirements of the global economy.

Challenges

- Dependence on revenue from tuition fee of students.
- Burgeoning of private and profit-driven universities/colleges in the area.
- Increasing trend of students' migration to metropolitan and Tier I cities of the country and to foreign universities for higher education.
- Flux in parents' and students' decisions regarding what locations they should select for higher education in the post COVID times keeping in view health safety and to minimize health risks.
- Compulsion to compete with the growing presence of state-funded universities in the state.
- Attendance-related issues of students preparing for various competitive/ entrance examinations at local institutes/coaching centers.

- Attracting students from other states.
- Resource-mobilization through consultancy and research.

Themes and Focus Areas

Academic Excellence

Since its inception, NGB (Deemed to be University) has been at the fore-front of providing quality education to the rural masses, the deprived and under developed sections of society and the Divyangjan, with the focus '**Accessibility, Affordability and Employability**'.

Interactive teaching practices, setting high expectations, engagement, motivation, building strong relationships, providing constructive feedback based on performance data from time to time to students and faculty are stressed.

The plan for achieving academic excellence is proposed under the following broad headings:

1. Increased application of technology in teaching-learning
2. Online and distance learning
3. Launching new programmes with focus on skill development and employability.
4. Holistic academic advancement

1. Technology in teaching-learning

More than ever before, the University recognizes that by incorporating digital technologies into the classroom it can bring about profound changes in the extent of student engagement and learning. This is being facilitated by providing them more autonomy and control over their own learning, building their digital competencies and preparing them to keep pace with the demands of a technology-based world.

The University will continue to adopt technology enabled pedagogy at all levels and encourage blended teaching methodology involving traditional, interactive, and ICT enabled pedagogical techniques to enhance the teaching-learning process.

2. Online and distance learning

Given their rising popularity and revolutionary potential, the University plans to offer online and distance learning programs in the future, with the approval of the University Grants Commission, New Delhi, India. ICT enabled teaching, use of multimedia in virtual classrooms including next-generation technologies will be encouraged.

This will hopefully remove the physical, financial and geographical barriers that prevent many students from fulfilling their academic or career ambitions as well as give it visibility and recognition at the national and international levels. Quality online learning resources will also be developed and made available as e-content on the University website.

3. New programmes

The University will financially invest in and promote nationally recognized, job oriented and vocational programs that attract students. These programs will be aligned to cater both, to the industry requirements and the societal needs.

New, high-quality, integrated and compelling programs with capacity to grow enrolments such as, B.Com.-LL. B, B.Sc.-LL. B, BBA-LL. B, BBA-MBA, MBA-Business Analytics, etc. will be developed along with advanced courses, such as Data Science, Artificial Intelligence, etc.

The University also recognizes the importance of advancing the institutional reputation and the need to take advantage of its disciplinary breadth to address the world's problems from multiple perspectives. It is therefore planned to establish a School of Medical Sciences & Pharmacy, in the next five years.

4. Academic advancement

The University promotes academic achievement and excellence through academic consultations, guest lectures, workshops, and mentoring.

Our faculty endeavors in designing of innovative course curriculum and teaching learning processes will be supported by providing the necessary academic freedom and flexibility to them. Additional avenues for enhanced educational opportunities, engagement with activities, groups, associations, and people will be explored depending on the needs and interests from time to time. Individuals with scholarly and teaching acumen will be

contacted for inputs in the journals published by the University as well as in other co-curricular activities/events organized.

Research and Development

To foster an environment conducive to research with the potential of innovation, rural attributions and commercialization.

The University encourages interdisciplinary research and an entrepreneurial approach and provides the freedom to investigate problems of significance and imagine and, work for a better future.

The Research Center, headed by Director-Research at NGB (DU) will continue to promote research and innovation and undertake initiatives for creation and dissemination of knowledge. The Research Development and Advisory Committee will make efforts for advancing academic research, and actionable programs.

For the enhancement of service delivery in support of teaching and research, the Central Library is being digitized and its infrastructure and capacity are being upgraded to meet the needs of the future.

An Innovation Cell to support creation and launching of start-ups and innovations titled NGB Incubation Centre has been established with a motto to nurture start-ups, the Intellectual Property Rights (IPR) Cell to assist grass-root innovators in the local area to realize the commercial benefits of their innovations and conduct IPR outreach activities are being established.

These efforts aim at creating successful business ventures that can translate benefits from technology and knowledge innovations to the society at large.

The University will continue to foster, encourage and promote training, research and innovation in both undergraduate and postgraduate programmes through mentoring, technical and financial support to its students, faculties and research scholars.

To create, maintain and enhance infrastructure/resources to enable conduct of state-of-the-art society centric, interdisciplinary research.

The University plans to improve its physical research facilities, equipment, knowledge and technology-based resources to encourage cutting-edge research.

Depending on the strategic importance and quality of the proposed research and innovation projects, the potential of their impact, and their sustainability, new infrastructure will be added. Experienced and competent faculty dedicated solely to research and, trained technicians will be employed. Proper protocols will be followed in research laboratories. Increased number of books, journals and periodicals have already been procured in the central library, and the digital library to aid research and development of knowledge as an on-going process.

To promote research tie-ups with industry, agencies, government bodies and NGOs for research, projects, internships and innovative programs:

For cross pollination of ideas, collaborative and interdisciplinary research will be promoted through collaboration with academic institutions of national and international repute, as well as with the industry and NGOs.

Strengthening the research profile of University, Faculty and Students

Emphasis will be laid on creating a robust faculty research profile through faculty research projects. With better research facilities, infrastructure and a robust research eco-system, the University aims to encourage the faculty to submit their research publications in peer reviewed journal(s) of repute (UGC approved CARE Listed journals or those indexed in SCOPUS/Google Scholar/Web of Science or Indian Citation Index) with high impact factor.

This will help them in improving their author level metrics (Hirsch-Index) and also give a transparency regarding the influence they have in their field of work.

The University publishes peer reviewed ISSN journals encompassing disciplines of Arts, Social Science, Commerce & Management and, Science & Technology respectively. They have been instrumental in inculcating a research culture at the institution. The Journals also provide an apt platform both for faculty and students. Original and plagiarism free research publication will continue to be a top priority for the University.

In an effort to highlight the usefulness and transferability of the academic research, and protect and commercialize the research results the University also plans to file more patents in the future.

Infrastructure and Resources

To make conscious efforts for exploring newer revenue sources

In today's environment with challenges such as increasing operating costs, diminishing government support and philanthropy, the University understands that it needs to look for supplementary sources of revenue rather than just relying on student tuition fees. Grants, private donations, fund raising, cost saving on campuses, introduction of new profitable courses, consultation services, skill sharing, certificate courses/continuing education courses, on campus laboratories, fulfilling unused spaces and equipment, etc. for service to outsiders will be taken up for revenue generation without losing out on the values of the University which make it useful to the society.

To continue to invest in the information technology for capability building and to enhance the quality of the research and education.

Investments in the information technology will continue in order to increase the research capability, enhance the teaching and learning experience and support efficient functioning of administration.

It will establish infrastructure which shall enable the faculty, staff as well as the students to have effective communication with each other and ensure that the information is shared securely.

With a continuing focus on training the University aims at empowering the faculty members and researchers to use IT systems effectively, and students to improve their digital literacy for discovering, evaluating and creating information using digital technologies. The University will provide innovative, state-of-the-art facilities and laboratories that can function as or serve the multidisciplinary research needs of the scholars.

To continue to invest in and expand the Library Technology Resources:

Technology has taken a key position in today's world. The University will ensure that the latest technology is made available to both faculty and students, so that they evolve as early adopters and contributors to development by utilizing the power of emerging technologies.

Over time, the University will leverage technology in cataloguing and managing the extensive resources of the library systems with the intent to preserve and enhance them. This would make them more easily accessible and user-friendly.

ICT enabled services and Internationalization

The University realizes that to support innovative approaches to teaching, learning, research, internships, placements, administration and operations, campus infrastructure needs to evolve and be scaled up.

It will ensure provision of modern class rooms, high speed internet, LAN Connectivity, upgraded software, installation of sophisticated equipment, public address system in each building and class room.

It will strive to provide excellent computing facilities through latest devices and will ensure seamless connectivity across the campuses. The possibilities of virtual lecture facilities through high speed data network will be explored. The University will strive to enrich the content sharing and collaboration in research and development activities through different platforms like SWAYAM, National Programme on Technology Enhanced Learning (NPTEL), National Knowledge Network across Higher Education Institutions in India and the world to provide high quality content to all the students.

To take steps that would be helpful in developing a cleaner and greener campus.

The University will promote sustainable and eco-friendly practices on its campus. It will work with students, faculty and

]] support staff to foster a culture of self-sustainability and make the entire campus environment friendly, and green through increased use of renewable energy, improved solid waste and waste water management systems, increased recycling, and making the campus more pedestrian and cycling friendly. New innovative technologies for energy,

waste management, water harvesting, solar energy generation are being explored for adoption in the campus.

STAKEHOLDERS' FEEDBACK, MANAGEMENT AND COLLABORATION

The primary and secondary stakeholders of the University include, students, parents, internal and external faculty, community, management bodies, other universities, accreditation agencies, funding agencies, alumni, NGOs, industry, etc. To make its activities worthwhile and satisfactory, the University puts a great deal of emphasis on taking feedback from its stakeholders from time to time.

Based on their needs, expectations, experiences, insights and suggestions, the teaching-learning, evaluation practices, operations and management initiatives are fine tuned. This feedback is also used for setting priorities and allocating resources. Some efforts which have been made in this direction and will be pursued are as follows.

1. Students

Use of online platforms for teaching

The University is planning to incorporate different learning platforms (MOOC courses) available online, like COURSEERA and SWAYAM or those developed by the University faculty, in its curriculum and transfer the credits to the students.

Integration of digitalization

Integration of digitalization in the teaching learning process by providing smart classrooms, Wi-Fi enabled campus, subscription of national and international online courses, E-journals, development of E-content to make the teaching-learning effective have already been implemented.

Digitalization

The University plans strengthen its already developed and implemented Learning Management System (LMS) to track student progress, manage content, identify training and learning gaps, utilize analytical data, facilitate reporting, manage classrooms, etc.

2. Staff members/Faculty

Motivation for Research

In the coming years, the University will increase focus and encourage faculty and students to undertake research and related activities, such as preparation of research projects, publication of research papers in reputed journals, participation and presentation of the research papers in seminars/workshops/conferences. The tenure and funding amount for research projects taken up by faculty will be enhanced and possibilities of getting funding from other sources for research will be explored.

Greater coordination between researchers and policymakers will be ensured through advocacy efforts for getting research findings incorporated in the policies.

Besides, more faculty development programmes will also be organized and collaborative research will be encouraged.

Trainings/Faculty Development Programs

Proactive efforts will be made to upgrade the knowledge and skills of the faculty and contribute in their personal and professional development, and build educational leadership. Opportunities will be provided to acquaint them with the best practices in the country and abroad.

Use of ICT in the Teaching-Learning system

The University encourages the faculty to create a flexible and open learning environment with interactive, experimental and multimedia based delivery system. Learner autonomy and independence is promoted. Teachers and learners will continue to communicate and collaborate, with increased use of ICT enabled academic/research engagements.

3. CSR and community engagement

To make a positive contribution towards local rural communities the University plans to generate funds for taking up welfare activities for the marginalized, deprived and backward sections of the society particularly in the university adopted 5 villages. Faculty members, students and their parents, alumnae will be encouraged to serve the society in any form.

A committee will be constituted for needs assessment, execution and monitoring of social responsibility actions. Literacy camps, health awareness camps, social awareness camp, environmental awareness camp, human rights awareness camps are already being organized in the adopted villages and the practice will continue unabated and scope expanded. It is hoped that this will also contribute in building a competitive advantage and a positive reputation for the institution.

4. Industry-Academia Interface

In the wake of quantum jump in technologies with global connectivity, the institutions have responsibility to provide not only the required skills and knowledge to their students, but also practical industrial experience. The University plans to initiate an Industry-Institute Interaction Cell to find out the gap between the needs of the industry and the end product of the institute.

This cell will assist departments in organizing workshops, conferences and symposia with joint participation of the industries and University faculties, enhance participation of industry experts in curriculum development, taking up projects jointly, coordinating/identifying industrial partners, setting up 'Centre for Excellence' and inviting Visiting faculty from industries.

The Cell will also encourage faculty members to use their expertise in solving the problems faced by the industries, thus creating opportunities for consultancy, industrial testing by faculty members or technicians, in-plant trainings for the students, identifying the areas for Executive Development Programmes in recent technological advances.

The University will provide research facilities to outsiders and will collaborate with different Indian and foreign universities for student and faculty exchange programmes.

5. International Tie ups and Collaboration

Factors such as interconnectedness of the world today, mobility of students, scholars, diversity in programs, need for building reputation and branding, emergence of the digital technologies, requirements of a global knowledge economy, etc. have made it crucial for Universities to embrace and integrate a global dimension into their purpose, functions and delivery of education.

In order to achieve such an integrated global dimension NGB will work with all its stakeholder for international tie-ups and collaborations.

6. Strengthening Relationships with Alumni

The University understands that alumni can serve many important roles, such as building and growing its brand name through word-of-mouth, through social media, and other modes.

A registered Alumnae Association has been functional and aims to encourage the alumnae of the University to take an abiding interest in the progress and development of their alma mater and reconnect with it from time to time. The Alumni Association has been registered under the Society's Act, 1890.

The alumnae interact with current students through alumni meets.

They visit the campus to support the existing batch of students in planning and organizing events, extending support and participating in cultural, as well as academic events that take place on campus.

Some of the alumni have donated books to the research library.

They share their work experiences and mentor the students of the University towards higher education and/or career avenues in various fields.

Alumnae who are working in various organizations, keep the faculty members and the Placement Cell of the University abreast with the available job-opportunities available for current students.

Those who are entrepreneurs provide inputs to the existing students on how to start a new venture and encourage and guide them on self-employment, to establish themselves as entrepreneurs.

The University will continue to strengthen its relationships with its ex-students, involve them in, and seek their support in providing mentoring, arranging internships, career and placement opportunities, revenue generation, etc. in the coming times.
