



STRATEGIC PLAN POLICY

Babu Banarasi Das University

Lucknow 226028 (Uttar Pradesh), India

www.bbdu.ac.in


REGISTRAR
S.B.D. UNIVERSITY
LUCKNOW

Strategic Plan Document

Prelude

Babu Banarasi Das University was established under UP Private University Act No. 25 of 2010. Right from its inception, the University has been making all-out sustained efforts to provide quality holistic higher education and also to conduct cutting edge research particularly in areas of crucial concern and at par with global standards. BBD University endeavours to pay special attention to teaching and research in newer fields of knowledge, including interdisciplinary areas, which are regarded as important for the vital needs of the country.

The Strategic Plan of BBD University builds on the foundation of quality and value based education as the bedrock for excellence in education. It lays emphasis on some vital performance indicators like research output, internationalization, new and advanced programs, establishment of Centres of Excellence, Green Campus, Rankings and accreditation, etc. It also endeavours to strengthen some already identified focus areas and also identifying new areas in line with the Vision of the University.

Vision

To nurture individual's excellence through value based, cross-cultural, integrated and holistic education adopting the contemporary and advanced means blended with ethical values to contribute in building a peaceful and sustainable global civilization.

Mission:

- To impart higher education at par with global standards that meets the changing need of the society.
- To provide access to quality education and to improve quality of life, both at individual and community levels with advancing knowledge in all fields through innovations and ethical research.
- To actively engage with and promote growth and welfare of the surrounding community through suitable extension and outreach activities.
- To develop socially responsible citizens, fostering ethical values and compassion through participation in community engagement, extension and promotion activities.
- To create competitive and coordinated environment wherein the individual develops skills and a lifelong learning attitude to excel in their endeavours.
- To develop Centres of Excellence culminating in achieving the cutting-edge technology in all fields.

Core Value

- Innovation
- Leadership
- Ethics
- Social responsibility


REGISTRAR
B.B.D. UNIVERSITY
LUCKNOW

CORE AREAS OF THE STRATEGIC PLAN

In line with the Quality Indicator framework as suggested by NAAC, the Strategic Plan will be put into action to achieve Vision and Mission of the University in the following areas:

1. Curricular Aspects
2. Teaching-Learning and Evaluation
3. Research, Innovations and Extension
4. Infrastructure and Learning Resources
5. Student Support and Progression
6. Governance, Leadership and Management
7. Institutional Values and Best Practices

1. Curricular Aspects

- Development of new programs as per guidelines and regulatory bodies of HEIs.
- Regular revision of curriculum of all programs focusing on local, regional and Global needs.
- Introduction of new Value-added Courses and Fellowship Programs.
- Introduction of new interdisciplinary Programs.
- Implementation of quality improvements suggested by various stake holders through feedbacks.

2. Teaching-Learning and Evaluation:

- Efforts in getting admissions from all over the country as well as international level.
- Providing latest infrastructural facilities for better learning experience for students.
- More comprehensive student mentoring system.

3. Research, Innovations and Extension:

- Promotion of research facilities for faculty and students to achieve quality research work.
- Increase the quantum of collaboration with ICMR, DBT, DST and other national organizations.
- Facilitate student and faculty creativity by fine tuning the ecosystem required to transform ideas into much need innovations.
- To sign MOUs and collaboration with other institutions and industries nationally and internationally to carry out quality research projects.
- Adopt more villages and under privileged areas and provide them with comprehensive health care free of cost.
- Increase the number of health camps and treatment camp activities in the rural areas.
- Expansion of volunteer base for increased penetration in community.
- Basic Life Support training facility for the students. Faculty and non-teaching staff of the University and for the nearby rural areas.

4. Infrastructure and Learning Resources :

- Evaluating the present buildings and spaces, making a plan for their optimal utilization, keeping in mind, the overall future development.


REGISTRAR
B.B.D. UNIVERSITY
LUCKNOW

- Providing user and environment friendly recreational, shopping, exercise and eating areas.
- Development of landscapes and aesthetically pleasing areas in the campus.
- Development of new buildings for hospitals.
- To increase hostel facilities for students.
- To increase facility for outdoor and indoor sports.

5. Student Support and Progression:

- To increase Alumni engagement.
- To increase placement drives and career opportunities.
- To promote more sports and cultural activities and encourage more students to participate in regional, national and international events.
- Encourage student exchange activities.

6. Governance, Leadership and Management:

- Promote decentralization policy in the area of academics, administration and finance.
- To further strengthen activities pertaining to Faculty Development and participation of teaching faculty.

7. Institutional Values and Best Practices:

- Striving continuously to inculcate values and ethics.
- To adopt environment friendly practices and takes necessary actions such as energy conservation, rain water harvesting, waste recycling (solid/liquid waste management. e-waste management), carbon neutral, green practices etc.
- To identify practices that the University has internally evolved and used during the last few years leading to positive impact on its regular functioning, which can be identified as "best practices".

Apart from the above mentioned guiding principles of Quality Indicator Framework of NAAC, BBD University has broadly defined following major components/key areas in order to move from good to excellent in various activities through next five and ten years. Given below are the series of steps to be undertaken for the implementation of our strategic plan keeping in mind of our core values which steer us through the decision-making process:

STEPS TO ACHIEVE EXCELLENCE

Academic Excellence

Introduction of New Programmes: BBD University intends to introduce variety of new age programmes such as Data Analytics, Data Science, Cyber security, Deep learning, automation and robotics, Bioinformatics, etc. as per the requirement of the society/ in the Faculty of Science such as Forensic Photography, Molecular Modelling, and Linear Algebra. Similarly, in the Faculty of Behavioural Science a new course named Neuro-Behavioural Technology is proposed to be started.

Industrial training-cum-projects: Students will be exposed to industrial training-cum-projects based on the applications of the said course. Design of short-term courses will be based on

REGISTERED
B.B.D. UNIVERSITY
LUCKNOW

industry requirements so that the students of the University receive first-hand experience in professional environments.

Online Programs: Online courses are need of the present time. BBD University intends to strengthen its Faculty resources and infrastructure for offering online programs in coming years so as to enhance its outreach to students and working professionals, who are not able to attend its on- campus programs. Some of these courses can also be offered to the regular students as value added courses.

Pedagogical Innovations: Development of MOOCS courses under SWAYAM platform and encouraging faculty members to enroll for the same, are some of the priority-based initiatives to be undertaken by the BBD University in the years to come. The number of tech powered classrooms allowing for innovative pedagogical approaches like flipped classrooms, MOOCs, Collaborative learning, etc., would be further strengthened. Maximum output of students in terms of experiential learning and learning through Journal Clubs would be greatly emphasized. The constituent institutes of BBD University would establish some students/Faculty Chapters of professional bodies in their respective areas. Effective implementation of multi-model learning packages and software for better understanding of concepts is another projection for next five years. In order to promote professionalism, the University would encourage faculty to participate in at least two national or one international level conference, once in three years. Critical thinking skills and evidence- based practice in patient care would be provided.

R&D Excellence and Innovations:

BBD University aims to excel in R&D activities by encouraging researchers to achieve excellence in terms of publishing manuscripts, books or applying for patents. The existing Research Promotion Policy has provisions for cash incentives as well as research awards both in the form of citations as also in cash for the Faculty and students. The strategic plan for the next five years aims to set the targets in terms of the output in various domains of research output.

Research Publications:

BBD University would like to increase its publication outcome per faculty member to 01 publications per faculty per year in coming five years and at least to reach up to 02 publications per faculty per year during the next 05 years. Workshops can be organized for junior faculty on Research Methodology and on how to write good manuscript/research article to submit in quality indexed journals.

It will be made mandatory for each and every faculty member to publish research papers only in SCOPUS/WOS/PUBMED Indexed Journals. In addition to routine purchase, efforts would be made to purchase at least one major equipment per laboratory every year taking into consideration the needs of its Departments/Faculty members in order to further update the labs with modern facilities.

Publication of Books and Book Chapters:

In terms of Books/Book chapter publications also, we intend to achieve 1:1 ratio for faculty : Books/Book Chapters in next five years and 1:2 faculties: Books/Book Chapters ratio during the further next five years. The focus should be on publication of such books/book chapters which are research based or original text books.

h-Index: While h-Index of the MM(DU) has increased to 24, the University intends to achieve h-index of at least 50 by 2028. Faculty engaged in research would be given more incentives depending upon their output in terms of research outcome; which will enhance the research ambience of the University.


REGISTRAR
B.B.D. UNIVERSITY
LUCKNOW

Patenting of Products/Technology:

Currently BBD University has filed 121 patents but no copyrights in last five years. It is proposed to set target of 100 more patents and 25 Copyrights to be filed during the next 5 years. Faculty would be encouraged to file patents and copyrights and protect their inventions. Appropriate incentives to the innovators/inventors are in place as provided in the Research Promotion Policy of the University.

Funding from Extramural Agencies:

Research ambience and research facilities would be strengthened in order to fetch grants to the tune of Rs. 5 crores per year in next 5 years. BBD University aims to encourage faculty to apply against various "call for proposals" under different schemes, announced by different funding agencies DSTs, MHRD, AICTE, ICM & DRDO and DBT etc. A Cell will be established in every department to share the opportunities and to help in preparing the proposal. More workshops on how to write good proposals holding merit for extramural funding will be organized.

Research Promotion

BBD University will strive to conduct two international conferences (SCOPUS Indexed) and five National Level conferences/seminars/workshops on latest research methods and simulation tools every year. University envisages 90 - 100% of the faculty to be involved in research. More Intramural in-house support from the University will be given to promote setting-up the central instrumentation facility in the campus.

Centre of Excellence:

- National Reference Simulation Centre
- Centre for Cosmology and Science Popularization
- Centre for Andragogical and Pedagogical Sciences

The Centres for empowering facilitators in attaining teaching excellence hardcore research and to produce all round intellectual culture necessary to groom excellence as well as rational thinking in the society through Higher Education. Currently three centres are in place at University level and further aimed to strengthen and establish more centres to be recognized globally.

Extension Services

As a professional higher education institution, BBD University contributes directly to the development of the rural sector, by addressing the huge developmental disconnects between the rural and urban sectors, such as inequity in health, education, and basic amenities as well as creating employment opportunities. More emphasis will be given to bring transformational change in rural development processes by leveraging knowledge institutions to help build the architecture of an inclusive India.

Administrative and Governance**Interdisciplinary Researchers/Faculty**

The University would attract high quality faculty with postdoctoral experience from technically developed countries such as USA, Europe, UK, Japan, Australia etc. Moreover Ph. D candidates of multi-disciplinary background from IITs, NITs, ISRO, IISc, IISERs, AIIMS, PGIMER and other prestigious institutions within the country will be invited to be involved in the centres of excellence. Such faculty has the potential of attracting young scholars in their disciplines which would certainly strengthen our research output.

Intra and inter-institutional collaborations for students projects would be another initiative undertaken by the different Faculties of the University. About 5% visiting faculty having wider

exposure of research and academics from renowned institutions from India like IITs, IIMs, IISERs, AIIMS, etc. and reputed foreign Universities would be fixed. This would certainly enhance the global outreach of our institution. Interdisciplinary projects would be given. Identification process of contacting such faculty will be done along with streamlining the process of hiring such faculty.

Fostering National and international Collaborations

BBD University would like to establish 25 new collaborations/MoUs with institutions of National and International in the coming 5 years. The number of MoUs/collaborations would be expanded to 50 with a major focus on inter disciplinary research and mobility of staff & students in next five years.

Advanced Infrastructure and Upgradation /Modernization of Laboratories

More and more Laboratories would be upgraded with high-fidelity simulators for better simulated clinical experience of students. The laboratory would be equipped with more advanced equipment facilities for interdisciplinary learning. Other initiatives taken towards this end is: establishment of stem cell facility, immune-histochemical set up and procurement of CBR Advance level for Faculty of Science. In the Faculty of Engineering and Technology advanced software like EPANET, and Primavera are proposed to be procured.

Industry-Academia linkage and outcome

Industry Institute Partnership Cell (IIPC), under the aegis of AICTE support, and more industry-academia linkages (IAL) would be established. The interaction between faculty members, students and industry would be enhanced by maximal participation of the stakeholders. This scheme is anticipated to strengthen IIP Cell in the University which promotes interaction between faculty members, students and industry. This will reduce the gap between industry expectations (practice) and academic offerings (theory) by direct involvement of industry to attain a symbiosis.

Entrepreneurship and Consultancy Initiatives:

BBD University targets to achieve a mark of Rs. 2.5 crores per year as revenue through consultancy. The institute will promote entrepreneurship and self employment amongst technical students as an attractive and viable career option. Start-ups by students would be further expanded. The scheme will motivate to develop a support system for technocrats and entrepreneurs. More and more start-ups are envisaged by students during the next five years. More number of workshops would be conducted to promote start-up activities amongst students. Efforts will be made to establish the Science & Technology Entrepreneurs Park (STEP) under National Science & Technology Entrepreneurship Development, Department of Science & Technology (DST).

Alumni Engagements and Interaction

Central Alumni Cell would be rejuvenated to organize at least 02 programmes (at zonal level) in a year to felicitate proud alumni achievers. Alumni would be engaged to help and support the fresh graduates in terms of placements. Well placed Alumni will be encouraged to contribute more towards the development of BBD University financially or in kind.


Attracting Diverse group of Young Researchers and Scholars

Young researchers from outside and within the country who have novel ideas, will be attracted to transform those ideas into start-ups. BBD University would provide assistance through business incubation centre. Start-up grant assistance and research grants/fellowships will also be provided to the said group of scholars/researchers.

Placements and Career Opportunities

BBD University targets to achieve 100% placement of all eligible students by inviting core recruiters to the campus through Training and Placement Cell and with an average package of at least 10 lakhs per annum. Career orientation programmes will be organized for UG/PG students of various streams. At least 100 core- recruiters in different disciplines would be called for student recruitments. Industry exposure to the students will be strengthened by exposing them to relevant industry. Students interested for higher studies would be encouraged to prepare for the competitive examinations such as GATE/NET/ NCLEX/GPAT/NEET and other dental/health/pharmacy examinations. Also, they would be encouraged to apply for international fellowships through CRC.

Thus, BBD University is governed by a visionary management that has formulated the strategic plan of the University after a thorough consultative process with each component involved. The University authorities have a realistic approach in understanding strengths, weaknesses, opportunities, and challenges of the University. The potentiality and competency of the stakeholders is duly considered while formulating the strategic plan. Starting from infrastructure, curricular aspects teaching learning and evaluation, research, innovations, extension, student support, and governance-the strategic plans chart out a realistic course of action with clear targets and appropriate timelines.


Dr. Sudharma Singh
Registrar
B.B.D. UNIVERSITY
LUCKNOW