



**Jagannath  
University**  
Jaipur | Rajasthan

## STRATEGIC PLAN\*

### University Campus

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*\*Reviewed and Amended by the Academic Council vide Resolution No. 44.14 dated September 30, 2022 and approved by the Board of Management vide Resolution No. 47.18 dated October 06, 2022*

*Recommended by the Academic Council vide Resolution No. 25.27 dated May 21, 2016 and approved by the Board of Management vide Resolution No. 26.10 dated May 28, 2016.*

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Strategic Plan



## PREFACE

For any organization, strategic planning is very essential to accomplish the Vision and Mission, which is the guiding light for all future operations. Strategic planning is a continuous process with a specific focus on developing the competitive advantage in the industry. Strategic Planning and Deployment Document (SPDD) is based on analysis of current challenges and future opportunities and envision the direction towards which the organization should move to achieve its set goals and objectives.

The first part of the document addresses the vision, mission of the University along with core values, institutional short, medium & long term goals. These are defined and guided by the stakeholders (management, senior leadership, Deans/HoDs, faculty, staff, industry, students, alumni.). After analyzing the internal and external environment through SWOC analysis, the organisational goals were set up in all possible growth domains which was the result of continuous thought process, brainstorming sessions and discussion with Deans/ HoDs and staff members. The strategies with action plans were decided to achieve institutional strategic goals.

While formulating the strategic plan and deployment document, the involvement of all stakeholders was ensured to help contribute their part, which is vital for the success of every organization. Efforts were made to clearly identify the implementation processes and monitoring by identifying measurable targets in line with the desired outcomes. This strategic planning and deployment will become the guiding force for the University to grow as an institution of Academic Excellence and research and provide skilled young professionals to the society.



## VISION & MISSION

### Vision

*To develop the University as a Centre of Excellence for higher education and research committed towards quality education, skill development, industry integration and holistic eco-system for global competencies among youth and sustainable development of the Nation.*

### Mission

*The University aspires to achieve its vision by:*

- I. Innovative, job-oriented and professional academic programs for capacity building in view of the emerging trends of the economy.*
- II. Enable students equipped with knowledge and competences to perform successfully in modern organizations in India and abroad.*
- III. Training students in generic and life skills in addition to core discipline subjects to enhance employability in job market and for entrepreneurship.*
- IV. Engaging students and faculty in research, extension services, consultancy, community development projects, curricular and extra-curricular activities for holistic education.*
- V. Promoting use of digital technologies and self-learning resources like MOOCs, Coursera, Virtual Labs, Online Resources, Self-Learning, etc. for enriching information and knowledge.*
- VI. Inculcating a culture of excellence among students and faculty.*
- VII. Developing a sense of ownership and pride among employees to achieve organizational targets as well as their personal goals.*
- VIII. Developing curriculum, training and internship programs to enhance global competencies of absolvents.*
- IX. Blending skill, entrepreneurship and capacity building for sustainable development coherent with environmental and economic sustainability.*



## **CORE VALUES**

### **Quality Education**

Promoting quality education through modern learning technologies and delivery models while pursuing the UGC quality mandate parameters

### **Holistic Approach**

Holistic education approach commensurate with social, cultural, economic and environmental realities.

### **Global Competencies**

Preparing students to achieve core competencies to face global challenges successfully.

### **Technology Applications**

Effective use of ICT and digital learning resources optimally for achieving excellence.

### **Industry Integration**

Bridging gaps between theory and practice with a focus on skill development and industry integration.

### **Good Governance**

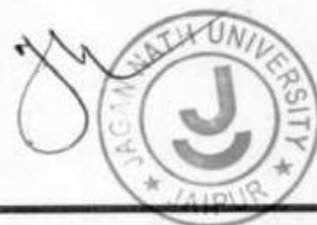
Following good governance principles being accountable, transparent, responsive, effective and efficient, equitable and inclusive, rule of law, participating and consensus-oriented in the process of making and implementation of decisions.

### **Intellectual Capital Growth**

Contributing to human resource development and capacity building of individuals to cater to the needs of the economy, society and country leading to development of the nation.

### **Culture of Excellence**

Promoting culture of excellence among students and faculty in teaching-learning process, research and extension services as drive to develop centres of excellence.



## OBJECTIVES

- i. To realize its vision and mission, the University has set the following objectives:
- ii. To introduce innovative, job-oriented and professional programs in emerging areas of science and technology, allied health sciences and management.
- iii. To make skill development an integral part of delivery of education for enhancing employability and entrepreneurship among graduates.
- iv. To encourage the use of digital learning resources along with traditional methods for keeping pace with the changing technological environment.
- v. To promote research, innovations, extension services, community projects, sports and cultural activities for holistic education.
- vi. To strengthen collaborations with industrial and professional organizations for practical exposure and better placements.
- vii. To create state-of-the-art infrastructural resources and facilities for quality education.
- viii. To establish student centric environment on the campus with gender equity.
- ix. To motivate and orient faculty to strive for and to sustain advanced levels of teaching and research so that the University emerges as an excellent centre of learning.
- x. To implement outcome based education, quality mandate and holistic concerns towards implementation of New Education Policy (NEP).
- xi. To establish transparency, accountability, responsiveness, efficiency and effectiveness, etc. in governance practices at all levels.
- xii. To achieve self-sustainability through quantitative and qualitative expansions.

## QUALITY POLICY

Jagan Nath University, Jaipur is committed to impart quality education and strives to be a globally recognized centre of excellence in higher education. It aspires to achieve it by:

- Ensuring topical and relevant curriculum;
- Adept delivery mechanism;
- Relevant research and consultancy;
- State-of-the-art infrastructural and learning resources
- Active involvement of stakeholders and industry experts in decision making;
- Creation of congenial and conducive student centric work environment; and
- An effective governance system.

## STRENGTHS, WEAKNESSES, OPPORTUNITIES AND CHALLENGES (SWOC)



## Strengths

- Impressive physical infrastructure and academic ambience.
- State-of-the-art labs and classrooms for effective teaching learning process.
- NEP 2020 selected features implanted as proactive approach.
- Outcome based curricula and assessment system implemented.
- Effective use of ICT for online/offline classes.
- Integration of skill and entrepreneurship education in curriculum framework.
- Facilitating environment for research, innovations and extension activities supported by Institutional Innovation Centre.
- Technology driven agri-research farm having poly-house, vermi-compost, medicinal garden including olive plantation, sprinkle and drip irrigation, modern farm machinery, etc. are in place.
- Student centric environment with grievances redressal mechanism, mentoring, career guidance and counseling, training and placement, etc. fully functional.
- Environment protection initiatives including renewable energy, rainwater harvesting, sewage and effluent treatment plant, and waste management system, exist.
- Proactive management and efficient governance system.
- Harmonious relations among all stakeholders.

## Weaknesses

- Sponsored research projects from Government agencies.
- Enrolment of international students.
- Funds mobilization from external sources.
- More senior faculty in some of the disciplines.

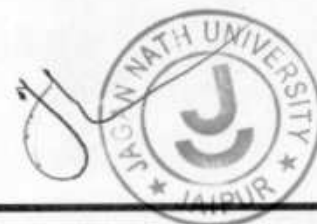
## Opportunities

- Networking with academic and research institutions.
- Extended global interface and attracting foreign students.
- Sponsored research and consultancy projects.
- Augmentation of incubation and startups for entrepreneurship.
- Implementation of New Education Policy, 2020.

## Challenges

- Attracting and retaining quality faculty.
- Attracting quality students with diversified background.
- Attaining and retaining competitive advantage in fast changing scenario.
- Mobilizing funds from external sources.
- Keeping abreast with the changing demand of industry.

## STRATEGIC PLAN



## **SHORT-TERM PLAN (One-year Plan– up to June 2023)**

### **1. Curricular Aspects**

- Planning and implementation of NEP 2020 features in phased manner.
- Introduce generic and program-specific value added courses in collaboration with industry.
- Introduce courses in various programs related to Indian Knowledge System
- Encourage MOOC certification among the graduates.
- Strengthen industrial partnership to offer internship/employment to University graduates.
- Maintain effective feedback mechanism through participation of all stakeholders.

### **2. Teaching-Learning and Evaluation**

- Review enrolment statistics and identify gap areas.
- Enhance use of ICT in teaching-learning process.
- Reforms in examination procedure and processes as per NEP 2020.
- Adopting system of credit transfers using Academic Bank of Credits (ABC)

### **3. Research, Innovations and Extension**

- Review the research policy for promoting research culture not only for faculty but within UG students as well.
- Sensitization and support activities for sponsored research projects and consultancy
- Increase number of Research Publications per faculty in UGC CARE/ SCOPUS/ WoS and other indexed journals as well as improve h-index of University
- Promotion and support for IPR related activities.
- Continue practices in extension and outreach activities.

### **4. Strengthen Academic Infrastructure to Facilitate Quality Education**

- Augmentation of physical facilities in the campus.
- Enrichment of library and various digital learning resources.
- Enhance sustainable and eco-friendly campus initiatives.

### **5. Student Support and Progression**

- Promoting a student friendly and student owned campus.
- Enhance student participation and developmental aspects.
- Student capacity building aiming at employment/entrepreneurship
- Engagement of alumni in developmental activities.

### **6. Governance, Leadership and Management**

- Focus towards good governance and leadership.
- Review and deployment of perspective plan.
- Performance audit of the departments.
- Monitoring expenses as per budget planning.
- Implementing and Monitoring the Quality Management Systems



## 7. Institutional Values and Best Practices

- Sensitization of students and staff for gender and social equality.
- Sensitization of students for human values and professional ethics.
- Promotion of holistic eco-system for global competencies.

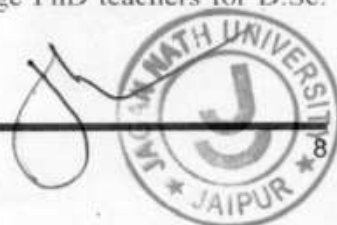
## MEDIUM-TERM PLAN (JULY 2022 TO JUNE 2025)

### 1. Curricular Aspects

- 1.1 Create a sustainable culture growth and development focused on NEP 2020
  - Planning and implementation of NEP 2020 features in phased manner.
  - Implementation of UG 4 year Framework
  - Implement Multiple entry and exit in selected programs
  - Continue Outcome Based Assessment implementation in all programs
- 1.2 Focus on developing students' skills and competencies to enhance employability.
  - Introduction of program-specific value added courses in collaboration with industry.
  - Collaboration with potential industrial partners to offer internship/employment to University graduates.
  - A fully functional Skill Development Cell to impart various skills and enhance employability.
  - Promote MOOC certification among students.
- 1.3 Establish Centre for Indian Knowledge system.
- 1.4 Strengthen feedback system for curriculum review and development
  - Review and update 360-degree feedback mechanism from various stakeholders.

### 2. Teaching-Learning and Evaluation

- 2.1 Student Enrolment and Diversity
  - Assessment of enrolment statistics across disciplines and identification of gap areas.
  - Reformation of initiatives to cater to student diversity.
- 2.2 Focus on Student Centric Methods for Enhancing Learning Experience
  - Make Teaching Learning process effective by focusing on outcomes
  - Promote learning by effective use of ICT and digital learning resources.
  - Facilitate integration of research and inquiry into curriculum through projects/dissertations or independent research study
- 2.3 Teaching and Learning
  - Attainment of performance outcome of students.
  - Teachers to develop e-learning content on various platforms.
  - Mentor students on academic, career & higher educational opportunities
  - Promote non-PhD faculty members to enroll for PhD, encourage PhD teachers for D.Sc. /D. Lit.
- 2.4 Ensure all students to have their ABC ID





## 2.5 Evaluation Process Reforms

- Framing and Adopting the System of Comprehensive Continuous Assessment and Evaluation
- Update grievance redressal system
- Question bank updation

## 3. Research, Innovations and Extension

### 3.1 Research Capacity Building

- Enhance research facilities for promoting research culture among students and faculty.
- Establish Research Development Council
- Sensitization and support activities for uplifting research capacities/infrastructure.
- Research Journal of the University to get listed in UGC-CARE

### 3.2 Build productive and mutually beneficial sustainable research collaborations

- Establishing 'Exclusive centers' and 'Centers of Excellence' in collaboration with industry.
- Fund raising through projects - Apply for more Government/ industry sponsored projects
- Promote Multidisciplinary and collaborative research

### 3.3 Enhance quality of research publications and promote patenting

- Increase number of Research Publications per faculty in UGC CARE, SCOPUS indexed, WoS, ABDC journals as well as improve h-index of University
- Promotion and support for IPR related activities.

### 3.4 Enhance Extension and Outreach Activities

- Continuation of the best practices in extension activities and preparation of comprehensive roadmap for future.

## 4. Infrastructure and Learning Resources

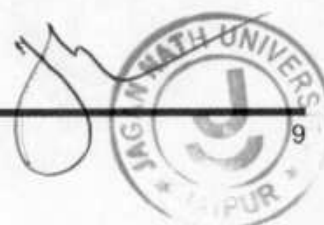
### 4.1 Strengthen academic infrastructure to facilitate quality education

- Augmentation of physical facilities in the campus i.e. Smart Class rooms, State of the art Laboratory & equipment, E-Learning facilities etc.
- Enrichment of library and various digital learning resources.
- Resources automation & Access (24X 7)
- Learning Management System
- Use of ICT for 360-degree Feedback.

### 4.2 Sustainable and eco-friendly initiatives

- Plantation drives, Rain water harvesting; Renewable Energy management; Hygiene, solid waste management
- Phase wise implementation for Plastic Free Campus (towards zero plastic usage)

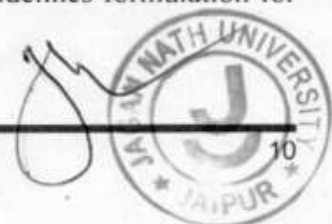
## 5. Student Support and Progression



- 5.1 Focus on progressive academic processes
- Enhance student centric academic culture.
  - Robust student support mechanism
  - Capacity building initiatives
  - Developing bridge courses for students from disadvantaged educational backgrounds
- 5.2 Strengthen Student participation and developmental aspects
- Updation of the all-inclusive policy towards promoting a student friendly and student owned campus as per NEP 2020.
  - Student's representation in various committees
  - Participation in social and welfare activities
  - Facilitate for student health and wellness
  - Development of Life skills and Soft skills will be emphasized.
- 5.3 Develop progression opportunities for students and faculty
- Centre for Guidance and Career Counselling to strengthen mechanisms for ensuring a progressive career plan for every student.
  - Focused Trainings & Placement Activities for ensuring employment.
- 5.4 Enhance Employability and Entrepreneurial Capabilities among students
- Workshops, expert talks, corporate interactions, seminars etc. to connect students with industry
  - Organise Entrepreneurship Awareness activities and promotion through Start-up Club.
  - MoUs with industry for placement, internships, projects etc.
- 5.5 Alumni Association, relationships and leveraging
- Engagement of alumni in developmental activities.
  - Strengthening of financial contribution from alumni for academic augmentation.

## **6. Governance, Leadership and Management**

- 6.1 Articulation of Vision, Mission and well defined Institutional goals
- Review and updation of perspective plan in light of NEP 2020
  - Institutional strategic goals setting
  - Focus on more Quality initiatives
  - Review Institutional performance and benchmarking
- 6.2 Ensuring good governance and leadership development by establishing transparent, fair and accountable systems
- Update organization structure for smooth decision-making processes.
  - Update Service conduct rules and necessary policy/regulation/ guidelines formulation for efficient and effective working of various committees



- Developing a system for identifying and attracting faculty with demonstrated leadership skills and credentials
- Leadership development through decentralization
- Ensure Transparent, Responsive, Accountable, Empowered and Efficient governance with emphasis on e-governance

#### 6.3 Financial Planning and resource mobilisation

- Budget formulation and monitoring expenses as per planning
- Identification of sources of finance and their effective utilization.
- Timely Periodic Audit (Internal /External)

#### 6.4 Implementing and monitoring the Quality Management Systems

- Strengthen mechanism for quality assurance and monitoring performance
- Regular Performance Audit of the departments
- Empowerment of teaching and administrative staff through professional development activities.
- Rank among top 70 institutions in India (NIRF ranking)

### 7. Institutional Values and Best Practices

#### 7.1 Initiatives for Gender and Social Equity

- Sensitization of students and staff for gender and social equality.
- Conducting awareness camps on gender and social equality.

#### 7.2 Promotion of environmental consciousness and sustainability

- Promote awareness for environmental consciousness and sustainability.
- Explore & provide support for the execution of projects
- Periodic Green Audit

#### 7.3 Initiatives for enrichment of human values and conscience of ethics

- Sensitization of students for human values and professional ethics.
- Ensure 100% students provided education through courses of –
  - Indian tradition of knowledge
  - Universal values and Indian ethos
  - Environment Studies

#### 7.4 Promotion of holistic eco system for global competencies.

- Promoting culture of excellence among students and faculty.
- Explore possibilities for Twinning programmes with leading universities abroad

## LONG-TERM PLAN (July 2022 to June 2030)

### 1. Curricular Aspects

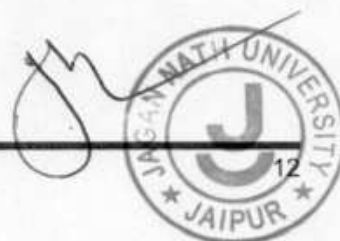
- Based on survey and success of pilot projects introduction of new programs.
- Identification of market opportunities to support entrepreneurial acumen and excellence.
- Identification of industries to start joint academic programs to address national/global demands.
- Blending skill, entrepreneurship and capacity building in curricular aspects.
- Strengthening of existing programs, establishing new departments/ Centers for Advance Studies as per Industry demands
- Promote multilingualism and the power of language

### 2. Teaching-Learning and Evaluation

- Refinement and progression in enhancing student enrolment.
- Student centric academic environment.
- Strengthening teaching pedagogies in the light of implementation of NEP.
- Reformation through analysis of evaluation processes and measurement of learning outcomes.
- Continuous refinement in teaching learning process based on rigorous analysis of feedback.
- Training students in generic and life skills to enhance employability.

### 3. Research, Innovations and Extension

- Augmentation and promotion of societal research.
- Augmentation and promotion of industrial research.
- Developing an ecosystem for idea creation, collection and nurturing.
- Establishment of Centers of Excellence (COEs).
- Making provision of Jagan Nath University Research Fund
- Creation of community responsive campus.



- Industry-academia linkage through MOUs, collaborations and Institutional mentoring mechanism with the National/International institutes of repute.

#### **4. Infrastructure and Learning Resources**

- Creation of modernized physical facilities at campus.
- Creation of state-of-the-art technical facilities for teaching, research and outreach activities.
- Creation of e-resources and extension for learning horizon.

#### **5. Student Support and Progression**

- Provision for special students support system.
- Promoting competitiveness and research aptitude among undergraduate and postgraduate students.
- Enrichment of student centric activities.
- Strengthening career counseling and placement activities.

#### **6. Governance, Leadership and Management**

- Creation of brand equity model in higher education.
- Focus more on Quality initiatives as per international standards.
- Promotion of quality culture through modern learning technologies and delivery mechanism.
- Inclusive Management and developing a sense of ownership and pride among stakeholders.

#### **7. Institutional Values and Best Practices**

- Practicing initiatives of gender and social equity, social awareness for empowerment of women and socially disadvantaged groups.
- Practicing environmental consciousness and sustainability initiatives for ensuring clean and pollution free environment.
- Practicing human values and professional ethics initiatives for creation of universal values and integrity among all stakeholders of the University.
- Inculcating a culture of excellence among students and faculty.
- Developing holistic eco-system for global competencies among youth to face challenges of new economy.

## STRATEGY IMPLEMENTATION AND MONITORING

Strategic Plan once approved by Board of Management, the next step is its implementation in true spirit. Strategy when being implemented, the progress shall be measured from time to time through the IQAC.

Head of the Institution/IQAC along with leadership team is the custodian for implementation and its success.

### Implementation and Monitoring

Strategic Goals	Key Responsible Person/Cells
Curricular Aspect	Dean Academic Affairs, Deans/HoDs
Feedback and Analysis	IQAC
Teaching Learning and Evaluation	Dean Academics, Deans/HoDs, IQAC
Evaluation Reforms	CoE, Digital Cell
Research and Development	Dean Research, Deans/HoDs
Innovation and Entrepreneurship	JU-IIC, Departmental Coordinators
Infrastructure (Physical)	BoM, President, Estate Officer
Infrastructure (Academics)	President, Deans/HoDs, Estate Officer, Digital Cell
Student Support	Dean Student Welfare
Training and Placement	Training and Placement Office, Centre for Guidance and Career Counseling, Department Coordinators
Good Governance and Administration	BoM, Chairman, President, Registrar, Deans/HoDs
Finance Management	Finance Committee, President, Accounts Office
Human Capital Management	Registrar, HRD Centre, IQAC
Institutional Growth and Expansion	BoM, Chairman, President

The Strategic Development Plan is an outcome of management commitment, University leadership commitment, and detailed deliberations with all the stakeholders. The collective wisdom will ensure participation and ownership of the plan among all stakeholders. The execution and implementation will be monitored by rigorous evaluation standards. The strategic plan is a dynamic process and it shall be modified as per the changing environmental requirements.

  
PRESIDENT