Amity University Rajasthan, Jaipur
Strategic Plan
[2018-19 to 2021-22]

S. No.	Strategic Area of Importance	Sub Area	Goals	Existing Positions	Targets and Timelines		Strategic Actions	Resources Required
					Year	Target		
1	ADMISSIONS	(1.1) Enrollement	Increase Intake of Quality Students.	2017-2018 = 1103 2018-2019 = 685 (As On 31/07/2018)	2018-19	1000	(a) Identify and target potential and uncovered areas of student recruitments. (b) Promote AUR and its programmes to relevent schools and colleges. (c) Involve university faculty members in school/college outreach and pomotional activities wherever possible. (d) Connect student recruiters from potential areas. (e) Invite school and college Principals/teachers/ management to AUR to promote programs.	
					2019-20	1500		
					2020-21	1800		
					2021-22	2100		
		(1.2) Marketing & Promotion	To attract diverse and high-qulaity applicants.	2017-2018 * Approached 48 Schools * Organised 14 Fairs * Sold 167 Admission Forms 2018-2019 * Approached 106 Schools * Organised 21 Fairs * Sold 191 Admission Forms (Upto 31st July, 2018)	2018-19	Admission Forms - 200		
					2019-20	Admission Forms - 400		
					2020-21	Admission Forms - 600		
					2021-22	Admission Forms - 800		
2	ACADEMICS	(2.1) Teaching Learning Process	To achieve academic excellence through implementing rigorous teaching/learning processes.	Programmes UG - 59 PG - 41 Ph.D. - 15 Academic Program Audit is in the last phase (report writing).	2018-19	Already indroduced New Prog	(a) Streamlining and Scafolding of existing Programmes. (b) Introduction of attractive, skilled based and market driven programmes.	
					2019-20	New Prog - 5		
					2020-21	New Prog - 7		
					2021-22	New Prog - 10		
		(2.2) Student Success and Progression	To ensure student success and enable them to lead a balanced and enlightened prefessional life.	2017-2018 * Clear Pass Rate (%) = 92 * Placements of Eligible Students (%) = 85 * Avg. Annual Package (Rs.) = 3.5 Lacs	2018-19	* Clear Pass Rate (%) = 94 * Placements of Eligible Students (%) = 87 * Avg. Annual Package (Rs.) = 4.0 Lacs	(a) Enhancement of class room experience. (b) Identification of students with poor academic performance at the early stage in the program and to provide special remidial classes/support. (c) Delivery of additional support to enhance employability skills. (d) Attract and engage with high profile companies.	
					2019-20	* Clear Pass Rate (%) = 95 * Placements of Eligible Students (%) = 90 * Avg. Annual Package (Rs.) = 5.0 Lacs		
					2020-21	* Clear Pass Rate (%) = 97 * Placements of Eligible Students (%) = 95 * Avg. Annual Package (Rs.) = 6.0 Lacs		
					2021-22	* Clear Pass Rate (%) = 100 * Placements of Eligible Students (%) = 100 * Avg. Annual Package (Rs.) = 8 Lacs		
		(2.3) Student Support	To provide state of art facilities for holistic development of students.	Library Title = 10360 Volume = 39457 Hostel Seats Available = 2886 Occupied = 1285 Sports Facilities = Football, Cricket, etc. Medical = Common M.I. Room with First-Aid Facility & 24 x 7 Male Doctor ATM Facility = 02 Food Outlets = 01 Mess + 7 Outlets	2018-19	Library Title = 500 Volume = 2000 Hostel Seats Occupied = 1800	(a) Counseling and convincing the Day Scholars to stay in the Hostel. (b) Provide opportunities for students to engage in after hours and weekend curricular and extra/co-curricular activities. (c) Plan and facilitate extra classroom/lab activities as and when required. (d) Provide support to students for extra coaching to enhance their job readyness competenices.	
					2019-20	Library Title = 800 Volume = 3200 Hostel Seats Occupied = 2200		
					2020-21	Library Title = 1200 Volume = 4800 Hostel Seats Occupied = 2600		
					2021-22	Library Title = 2000 Volume = 8000 Hostel Seats Occupied = 2886		

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3	RESEARCH & INNOVATION	(3.1) Research Projects	To get recognisation/grants of National and International Funding Agencies for implementation research activities.	Ongoing Projects - 21 Sanctioned Amount (Rs.) - 6.20 Crores	2018-19	5	(a) Apply National/International Research Grants. (b) Organise Workshops on Research Project Writing and Grant submission. (c) Liasion with appropriate State/National/ International funding bodies. (d) Increase Full-Time quality Ph.D. Scholars.	
					2019-20	10		
					2020-21	20		
					2021-22	30		
		(3.2) Publications	To publish research output in well reputed Journals/Books.	Research Papers - 2017 - 132	2018-19	150		
					2019-20	200		
					2020-21	250		
					2021-22	350		
		(3.3) Patents / IPR / Trademarks	To register noval research innovation for commecialization.	Filed Patents - 15	2018-19	5		
					2019-20	8		
					2020-21	12		
					2021-22	20		
4	INTERNATIONALIZATION	(4.1) Faculty & Student Exchange	To enhance interaction and collabarations with instutions of International Repute.	SAP (2017-18) = 18	2018-19	25	(a) Establish full-fleged 'Directorate of International Affairs'. (b) Identify and liase with highly ranked best universities in the world. (c) Mutual bilateral exchanges (students & faculty) for teaching learning and research with best universities in the world. (d) Develop SAP in doman specific programmes with best universities abroad.	
					2019-20	40		
					2020-21	60		
					2021-22	100		
		(4.2) Collaborations	To strengthen internatioal collobolaration through MoUs for global footprint.	MoU = 18	2018-19	5		
					2019-20	10		
					2020-21	12		
					2021-22	15		
5	INDUSTRY & COMMUNITY ENGAGEMENT	(5.1) Industry Engagement	To partnering with the industry for better stakeholder connect.	2017-2018 Guest Lectures = 23 Industry Visits = 15	2018-19	Guest Lectures = 40 Industry Visits = 20	(a) Strengthen industry intigration by forming Industry Advisory Board/Council within each AUR department. (b) Increase industry projects in AUR curriculum for all desciplines. (c) Promote and increase consultancies with industry.	
					2019-20	Guest Lectures = 50 Industry Visits = 25		
					2020-21	Guest Lectures = 60 Industry Visits = 30		
					2021-22	Guest Lectures = 70 Industry Visits = 35		
		(5.2) Community Connect	To implement 'Institutional Social Responsibility' through value added services.	* NSS * Blood Donation * Swatchh Bharat * Amity Literacy Mission * Training to Bank employees * Training of Corporates	2018-19 to 2021-22	-----	(a) Increase targeted and specific community events on campus and in the commmunity. (b) Promote technology transfer through community projects.	

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6	ACCREDITATION RANKING & RECOGNITION	(6.1) Accreditation	To obtain accreditation from National and International bodies.	* National Institutional Ranking Framework [NIRF] - 151 - 200 * ASIC, UK * NAAC (B++) * IET, UK	2018-19	Pending UGC Compliance NIRF < 150	(a) Orienting university towards more accreditation and rankings. (b) Develop synergies and awareness amongst all AUR stakeholders on national and international rankings.	
					2019-20	NIRF < 100 UGC 12-B Status QS Ranking AICTE Recognition		
					2020-21	NIRF < 80 NAAC = A++ ABET NBA		
					2021-22	NIRF < 50		
		(6.2) Regulatory Compliance	To ensure full legal compliance.	* Council of Architecture (COA) * Rehabilation Council of India (RCI) * Bar Council of India (BCI)	2018-2021	----		
		(6.3) Ranking	To be ranked amongst the Top 10 Percentile.	* The Week Hansa Research	2018-2021	----		
7	HUMAN RESOURCES	(7.1) Faculty	To attract and retain world class faculty.	As On 31/07/2018 Faculty - 226	2018-2021	As per requirements and norms.	(a) Adopt and apply the best recruitment process. (b) Attract and retain good faculty and provide conducive environment for their professional development. (c) Develop and implement adquate KPI for teaching and support staff.	
		(7.2) Support Staff	To attract and retain highly profesional staff.	As On 31/07/2018 Support Staff - 380				
8	LEADERSHIP & GOVERNANCE		To promote open, transperant and inclusive Leadership & Governance across all levels.				(a) Promote leadership capabilities at all levels. (b) Support good governence with transparancy. (c) Inculcation of Amity Values and SANSKARS among AUR fraternity.	