

2022-27 **STRATEGIC** PLAN

DAV UNIVERSITY

Empowering Students with 21st century Skills
JALANDHAR



Dr Manoj Kumar
Vice-Chancellor

DAV University stands as a pioneer in contemporary education in India, emphasizing 21st-century skills crucial for success in today's competitive landscape. The campus, marked by modern infrastructure and verdant spaces, serves as an inspiring backdrop for academic pursuits, cooperative experiences, and extracurricular activities. Our curriculum spans engineering, business, sciences, humanities, and social sciences, strategically designed to foster critical thinking, creativity, and adaptability among students. The forward-thinking faculty prioritizes skill development, problem-solving, communication, and collaboration, aiming to prepare graduates for the challenges of the modern world. DAV network covers 900+ campuses spread over 21 states of India, with nearly 2 million students being trained yearly.



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To provide high
quality teaching
and research for
advancement of
knowledge and its
dissemination

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PREAMBLE

The strategic plan document of DAV University, Jalandhar, lays the foundation for the progress of university over the next five years. The document has been prepared keeping in mind the SWOC analysis.

The document has been designed with an aim to ensure that DAV University shall remain relevant, creative and inventive to solve real world problems and bring a positive change in the society through academic and research excellence.

After extensive deliberations with stake holders, various key areas viz., Pedagogical Practices, curriculum, Infrastructure, Human Resource Management Research and Development, Digital Expansion etc. for improvement have been identified.

To achieve the goals in the context of a dynamic environment, it is important that the university should have well defined objectives, meeting the new-age education scenario mapped to the measurable outcomes.

This document lays the foundation and sets a path for the university to move according to the plan for a better future.

**To make distinct
contributions in
the areas of
specialization
fulfilling the
objectives of
university
education**

Our Vision and Mission

OUR VISION

To ardently seek, consider and implement latest nuances, developments and innovations in Sciences, Languages, Engineering and Technology, Business Studies and Computer Sciences in order to ensure that students develop a holistic acumen for making strategic and judicious decisions in the local and global spectra.

To harness and transform natural, human and technological resources to ensure sustainable development, so that they enhance, enrich and bequest human life with imagination, skills and vision. Thereby, they become instrumental in the integral development of society and mankind

OUR MISSION

- To facilitate our stakeholders to have a broad, encompassing access to knowledge & education and to assist individuals unravel deeper dimensions of learning & experimentation.
- To enable students become imaginative, integrated beings who constructively and creatively contribute to environment and society and who play a vital role in the advancement of learning and understanding

OVERVIEW



DAVU strategic plan is built upon five core values Knowledge, Excellence, Integrity, Transparency and Empathy. All activities at DAVU are having people at its heart and for imparting essential skills of 21st Century, i.e. Critical Thinking, Creativity, Collaboration, Communication, Career and Life Skills.

The strategic plan has been created through a detailed discussion process with coordinators, deans and students.

Short Term & Long Term Goals

Short Term Goals

*Innovation in
Pedagogical Practices*

*Student Support and
Motivation*

*Strengthening
relationships with
Stakeholders*

*Expanding horizons for
LMS and ERP*

*Accomplishing
Excellence in Sports*

*Setting Standards for
Quality Student Intake*

Long Term Goals

*State-of-the-Art Campus
Infrastructure*

*Research and
Consultancy*

*Environment Conservation,
Sustainable Development,
and Best Practices*

*Innovation in Special
Needs Education*

*Human-resource
management*

Placement Goals

Medium Term Goal

Rankings and accreditations



Innovation in Pedagogical Practices

Developing a Learner-centered nurturing pedagogy to address the complex and dynamic transformations of global environment

Objectives:

1. To incorporate activity-based learning so that students can actively participate in their own learning experience through practical activities such as independent investigation and problem-solving.
2. To implement flipped learning pedagogical techniques.
3. To train faculty as active learning facilitators, helping students develop cognitive skills and engage in experiential learning.
4. To emphasize collaborative and experiential learning, enabling active learners to gain insights into tightly interwoven global issues and foster empathy for others.
5. To encourage continuous professional development to keep faculty abreast of the latest pedagogical skills and best practices.
6. To enhance student engagement in teaching through an experiential and inspirational academic model.
7. To develop and implement an advanced learning management system to augment the student learning experience.



International Resource Person
PATRICK CORBETT
Assistant Professor of English
New York City College of Technology, CUNY

Developing a Curriculum at Par with International Standards

Creating a curriculum that sets a global benchmark for education.

Objectives:

1. To develop industry-linked, technology-based, and research-driven curricula.
2. To facilitate knowledge-sharing and skills transfer through national and international MoUs with academia and industry, providing an outstanding educational experience that fosters the development of creative global citizens and future leaders.
3. To collaborate with research partners to strengthen the quality of curriculum design, development, and implementation.
4. To create a well-designed and well-supported curriculum that aligns with the university's vision and mission.
5. To design a curriculum that promotes experiential learning, encourages independent thinking and creativity, and offers a wide range of subjects with flexible delivery options.
6. To design a curriculum that equips students with the skills and knowledge needed to navigate the 21st-century world with passion and curiosity.
7. To implement an outcome-based academic model.

State-of-the-Art Campus Infrastructure

The expansion of higher education to achieve the goal of internationalization requires a strong emphasis on innovation in campus infrastructure.



Objectives:

To develop the following essential infrastructures for accelerated growth and the transition to the next phase as a world-class university:

- ✓ Physical infrastructure
- ✓ IT and digital infrastructure
- ✓ Library infrastructure



EdGate
TECHNOLOGIES



DAV UNIVERSITY
Empowering Students with 21st Century Skills

intel

Intel® Unnati

Data-Centric Labs in Emerging Technologies

Artificial Intelligence Lab



Research and Consultancy

To nurture a well-equipped and supportive research environment within the university, with the goal of sharing expertise with industry and academic partners.



Dr Keshav Walia



Dr Manik Sharma



Dr Rajesh Joshi

Top 2% Scientists
of the world ranking
declared by
Stanford University, USA



Objectives:

1. To promote interdisciplinary research.
2. To support research by providing seed funding to faculty and students.
3. To secure grants from various funding organizations to carry out both basic and advanced research in all frontier areas of science and engineering.
4. To promote the publication of high-quality research papers and patents.
5. To develop a comprehensive research policy for faculty and students.
6. To organize workshops on various research topics.
7. To generate revenue by collaborating with industry for applied research and technology transfer through innovation.



Student Support and Motivation

Developing an environment within the university where students are fully supported in acquiring knowledge and skills, and are motivated to pursue higher studies and entrepreneurship, with a focus on their holistic development.

Renowned motivational speaker and former IAS officer Vivek Atray addressing students

Objectives:

1. To develop industry-collaborated programmes that provide students with the skill sets required by the industry.
2. To organize workshops related to entrepreneurship and startups.
3. To establish strong industry partnerships to promote student placements and internships.
4. To develop strategies and action plans for achieving success in civil services and PSU exams.
5. To motivate students to pursue higher studies through CUET, GMAT, GRE, GATE, CAT, UGC NET, and GPAT.
6. To increase student involvement in academic and extracurricular activities within the university.
7. To raise awareness among students about adhering to the code of conduct.



Strengthening relationships with Stakeholders

Initiating efforts to develop stronger partnerships with various stakeholders for the overall growth of the university.



Objectives:

1. To develop an effective industry engagement strategy for work shadowing.
2. To strengthen relationships with alumni for career guidance, financial support, networking, and mentoring of current students.
3. To build stronger ties with the society through community engagement services.
4. To seek inputs from employers frequently for curriculum development and student placement preparation.

Expanding horizons for LMS and ERP

Catering to the needs of the 21st century, inculcating the use of technology across various domains to align with global standards in higher education and establish a strong presence on social media.

Objectives:

1. To inculcate the use of technology in managing academic and administrative systems with minimal paper usage.
2. To preserve and maintain library resources using the latest technology.
3. To enhance the university's online presence by increasing traffic on the website.
4. To develop ERP systems to support activities across different domains.
5. To develop smart classrooms and recording studios, enabling diverse teaching methods to improve efficiency.
6. To develop an Android application platform to keep students, faculty, and parents informed about daily activities related to academics, training and placement, and other administrative tasks.



Environment Conservation, Sustainable Development, and Best Practices

The higher education system can contribute to environmental conservation and sustainable development by training and nurturing young minds.

Objectives:

1. To impart environmental education through curriculum design, research, and collaborative efforts with NGOs working in relevant areas.
2. To provide trained manpower and expert knowledge to address critical environmental problems.
3. To establish a robust networking system for data collection, analysis, and solutions related to environmental issues.
4. To organize workshops and national/international conferences to address diverse environmental concerns, such as biodiversity conservation, climate change, and regional issues like stubble burning, and to conduct plantation and cleanliness drives.
5. To raise awareness within society through education, rallies, and street plays about environmental conservation.
6. To promote the sensitization of staff and students regarding gender and social equality.
7. To initiate programmes that encourage the enrichment of human values among students.



Accomplishing Excellence in Sports

Promoting sports in education with the aim of helping students develop self-motivation and exhibit leadership qualities.

Objectives:

1. To promote sports education as a means to tackle global challenges such as inactivity, obesity, unemployment, and conflict.
2. To educate students through sports programmes.
3. To promote a flexible and strong cross-curricular approach to reinforce the existing curriculum with physical education.
4. To encourage students to participate in sports activities by providing well-equipped infrastructure.



12 PLAYERS (KHO-KHO)
NORTH ZONE INTER.UNI. KHO-KHO CHAMP.2022
GOLD MEDAL



Ajay Singh Maan
BSc. In Health and
Physical Education
**All India Inter-university
Judo Champ 2014
Silver Medal**



KM. Preeti
BPED
**All India Inter-University
Judo Champ.
Gold Medal (2017)
Bronze Medal (2018)**



Harpreet Kaur
BSc. in Health and
Physical Education
**All India Inter-university
Judo Champ. 2018
Silver Medal**



Neeraj Kaushik
B.Sc. in Health &
Physical Education
**Junior National Eques.
Champ. 2018
Gold Medal**



MUSKAN
B.Sc. in Health &
Physical Education
**VI Asian Junior U20
Kurash Championship
2018
Bronze Medal**



Akash Kaushik
B.Sc. in Health &
Physical Education
**Jr. National Equestrian
Championship 2021
Gold Medal**



Prachi Panwar
B.Sc. Phy. Edu.
**All India Int. Uni.
Grappling
Championship 2022
Silver Medal**



Avnish
MPED
**All India Int. Uni.
Grappling
Championship 2022
Bronze Medal**



Abhishek Nandal
BPED
**All India Int. Uni.
Grappling
Championship 2022
Silver Medal**



Vijay
BSc. in Health and
Physical Education
**All India Int.
Uni.Grappling
Championship 2022
Bronze Medal**



Khushpreet Dhaliwal
B.Sc In Health & Physical
Education
**Kick Boxing World
Championship 2023
Bronze Medal**



Sanyogita Singh
M.P.Ed.
**North-East Zone Judo
AIU 2023-24
Gold Medal**



Rajju
B.Sc In Health & Physical
Education
**Kick Boxing AIU
Championship 2023-24
Gold Medal**



Amardeep Kaur
BPED.
**Senior National
Kickboxing
Championships 2023-24
Gold Medal**

Neeraj Kaushik
BSc. in Health &
Phy. Edu.
**Junior National
Eques. Champ.
2018
GOLD MEDAL**



**Amardeep Kaur BPED,
Neha BPED, Rachana
Danda BPED and Rajju
BSc In Health & Phy. Edu.
Kick Boxing AIU
Championship 2023-24
SILVER, SILVER,
BRONZE AND GOLD
MEDAL**

Setting Standards for Quality Student Intake

Aiming to produce future administrators, civil servants, and CEOs to empower society.

Objectives:

1. To establish a comprehensive admission policy and process.
2. To admit students based on national-level tests like JEE, CUET, CAT, MAT, CLAT, etc., in order to attract meritorious and talented candidates.
3. To revamp scholarship and free ship schemes to attract top talent and ensure diversity across all programmes.



Placement Goals

To produce highly skilled professionals aligned with industry requirements and place them in top brands through industry engagement.

Objectives:

1. To achieve a high placement ratio across the entire university.
2. To develop strategies for improving placements in non-engineering and non-management domains.
3. To implement an action plan to increase return on investment.
4. To establish a strong industry-academia interface across all streams, including sponsored labs, events like train-the-trainers, and internships.
5. To organize pre-placement training for students.
6. To organize pre-placement trainings for students



Human-resource management

To ensure a seamless experience for faculty, staff, and other individuals associated with the university, and to accomplish organizational goals.

Objectives:

1. To attract top talent by building a strong value proposition for recruiting high-quality staff.
2. To establish the university as the "Employer of Choice."
3. To implement efficient human resource planning by rationalizing staff across teaching and non-teaching domains.
4. To organize capability-building initiatives through consistent training and development interventions.
5. To foster a high-performance, results-oriented culture.
6. To create awareness among faculty members about following professional ethics and the code of conduct.



RANKINGS AND ACCREDITATIONS

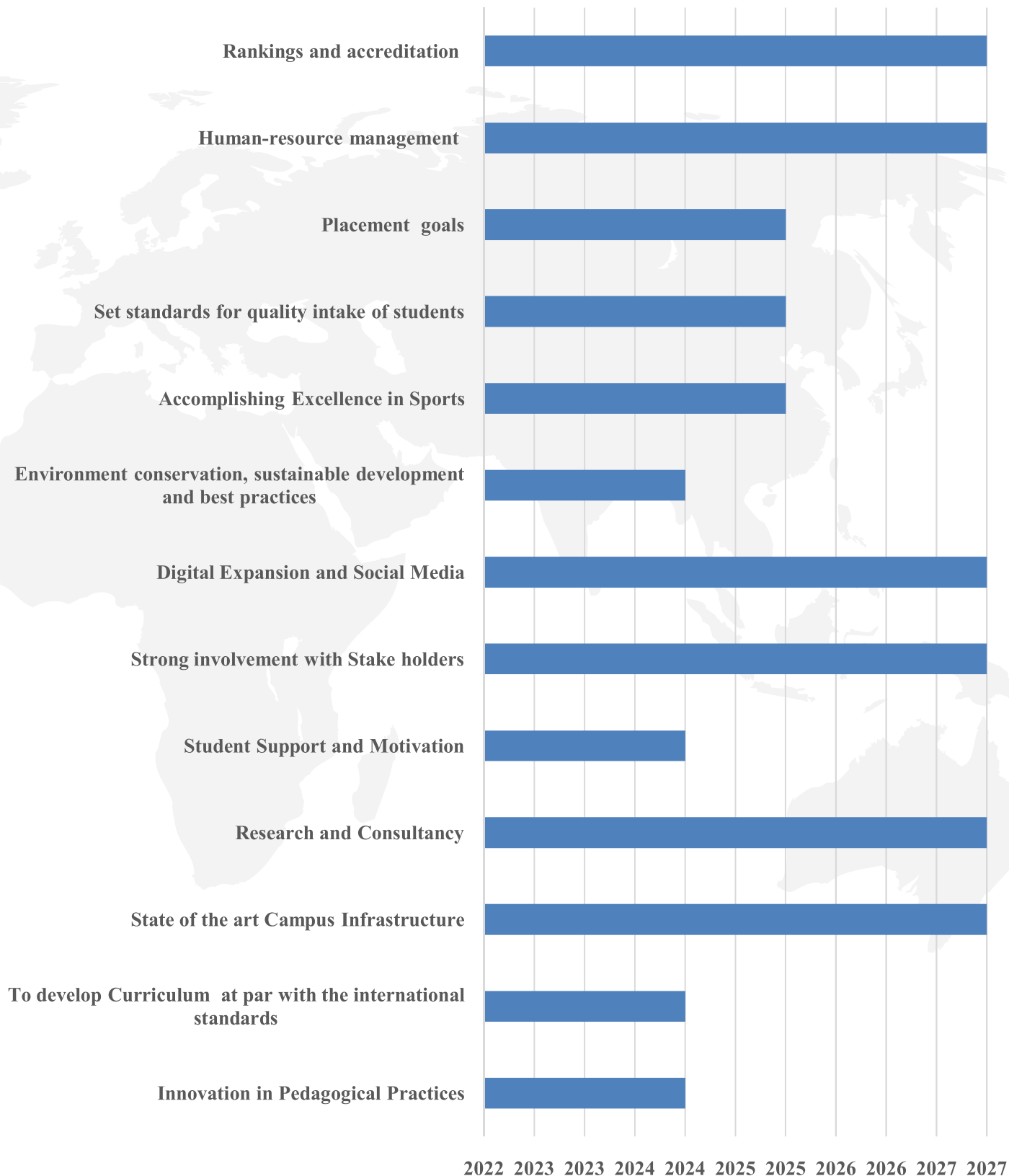
Protecting the interests of all stakeholders—students, faculty, parents, and educators—by mapping and evaluating the overall institutional performance.

Objectives:

1. To enhance the university's reputation and visibility on the global stage.
2. To obtain accreditations for quality assurance to stakeholders.
3. To achieve rankings and accreditation with the aim of securing research funding and collaborations.



Strategic Plan Time Line



Summary of Strategic Plan Deployment

Focus Areas	Objectives	By Whom	Deployment Status
Innovation in Pedagogical Practices (LearnerCentric)	To implement activity based learning	Faculty	Deployed
	To work for continuous professional development of faculty	Academic Affairs	Deployed
	To promote flipped learning pedagogical techniques	IQAC	Partially Deployed
	To implement Learning Management System	IQAC	Partially Deployed
Developing a Curriculum at Par with International Standards	To develop Industry-linked, technology-based and research-driven curricula.	Faculty	Deployed
	To work on skills transfer through national international MoUs with academia and industry	Deans of Faculty	Partially Deployed
	To implement outcome based academic model	IQAC	Deployed
State-of-the-Art Campus Infrastructure	To develop physical infrastructure	Registrar	Deployed
	To develop IT and digital infrastructure	Academic Affairs	Deployed
Research and Consultancy	To provide seed funding to faculty and students	Registrar	Deployed
	To secure grants from different funding organizations	Faculty	Partially Deployed
	To publish high quality research papers	Faculty	Deployed
Student Support and Motivation	To develop industry collaborated programmes	Department and TPO	Deployed
	To organize workshops related to the entrepreneurship and start-ups	Incubator Manager	Deployed
	To increase the student involvement in academic and extracurricular activities	Deans of Faculty and DSW	Deployed
Strong Involvement with Stakeholders	To develop an effective industry engagement strategy for work shadowing	Deans and Coordinators	Deployed
	To develop stronger relationships with the alumni for career guidance, financial support, networking and mentoring of the ongoing students	Coordinator, Alumni In charge and TPO	Deployed
	To develop stronger relationship with the society via community engagement services	NSS	Deployed
	To take frequent inputs from employers for curriculum development and student placement preparation	IQAC and TPO	Deployed
Digital Expansion and Social Media	To inculcate the use of technology to manage academic and administrative systems	DAVIS	Deployed
	To ensure the online presence by boosting the traffic on university website	DPR	Deployed
	To develop smart class rooms and recording studios	Estate office and Journalism department	Deployed
Environment conservation, sustainable development and best practices	To impart environmental education through its curricular design, research and collaborative efforts with NGO's.	Environmental Cell	Deployed
	To organize workshops and national/international conferences related to environmental s	Environmental Cell	Deployed
	To promote sensitization of staff and students for gender and social equality	Gender Sensitization Cell	Deployed
Accomplishing Excellence in Sports	To encourage to sports education for tackling global challenges	Director Sports	Deployed
	To educate the students through sports programmes	Director Sports	Deployed
	To encourage the students to participate in the sporting activities by providing well-equipped infrastructure	Director Sports	Partially Deployed
Setting Standards for Quality Student Intake	To have comprehensive admission policy and process	Admission Cell	Deployed
	To admit students on the basis of national level tests	Admission Cell	Partially Deployed
	To revamp scholarship and free ship schemes to attract top talent	Admission Cell	Partially Deployed
Placement goals	To achieve a good placement ratio for whole University	Training and Placement Cell	Partially Deployed
	To develop strategy for improving placements in non-engineering and non-management domains	Training and Placement Cell	Partially Deployed
	To organize pre-placement trainings for students	Training and Placement Cell	Partially Deployed
Human-resource management	To attract top talent - build value proposition for recruiting high quality staff	HR Department	Partially Deployed
	To build high performance and result oriented culture	HR Department	Partially Deployed
	To create awareness among faculty members to follow professional ethics and code of conduct	Registrar	Deployed
Rankings and accreditation	To be a University with enhanced reputation and visibility on the global stage	DPR	Deployed
	To have accreditation for quality assurance to stake-holders	IQAC	Partially Deployed
	To have rankings and accreditation with the purpose to secure research funding and collaborations	IQAC	Partially Deployed