

STRATEGIC PLAN

2030

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CHANCELLOR'S MESSAGE

This university, with a global perspective, has been established under the Adamas University Act, 2014, of West Bengal. The University envisions becoming a highly respected global institute by imparting socially-relevant education and creating new knowledge through research and innovation for the benefit of industry and society as a whole. Right from inception, we have worked to make the campus vibrant with international collaborations and mentoring by national and international experts. We

firmly believe that in the near future, our university will rank among the top institutions in the nation's eastern region. We need strong tie-ups with the industry and knowledge-sharing between the industry and academia to make our students industry-ready. To fulfil our aims, we must overcome a number of challenges. I firmly believe that challenges really increase one's chances of achievement rather than preventing it. I am confident that this university will quickly accomplish its objective and become one of the top institutions in the nation with the unwavering support of everyone.

Over the next 10 years, AU hopes to provide a paradigm for how a private higher education institution may continue to be socially conscious and support nation-building while also leading and influencing significant national and international discussions, addressing rising concerns in a variety of subject areas and disciplines. This document, the Strategic Plan 2030, is the outcome of protracted and extensive discussions and dialogues that took place over the course of a few years. It embodies the aspirational and ambitious spirit in which AU was established and commits us to the duty of creating sustainable institutions over the next ten years. More significantly, it is an opportunity for us to develop a shared understanding of how Adamas University may best realise its founding vision—to forge a future in which our staff and students are passionate about fostering the development of a just, fair, and equitable social consciousness.



Prof. (Dr.) Samit Ray
Chancellor, Adamas University

VICE CHANCELLOR'S FOREWORD

Dear Colleagues,

I am beyond thrilled to present the strategic plan 2030 of Adamas University to you.

This plan has been developed after threadbare deliberations and consultation with all the stakeholders. AU Strategic Plan 2030 is aimed at directing our efforts and resources toward a clearly defined vision for the future and provide the framework for guiding our direction to help distinguish this university. To ensure Adamas is a coveted choice, a sought-after destination.



AU Strategic Plan 2030 will unleash our unique attributes and bring about strategic, systemic, and organizational culture changes to proactively address & standardise. It will identify the strengths and opportunities on which we can capitalize to enhance our distinctiveness, as well as weaknesses and threats that could impede our progress forward.

Developing a new strategic plan is essential for several reasons. First, and foremost, a new strategic plan will provide direction for the future and serve as a public declaration of our priorities in providing a quality educational experience to our students. It also will serve as a declaration of the principles we stand on and the vision and mission that guide us all. Equally important, the plan will be our statement of accountability. We expect the parents and students we serve and our supporters and stakeholders to gauge our progress in achieving our goals and objectives.

Guided by this plan, our efforts will focus on:

- The Power of Education: educating leaders who can further the excellence of our existing programs and extending our reach beyond the walls of our Schools;

- The Power of Innovation: solving the problems of society by incubating, accelerating and translating ground-breaking research;
- The Power of Technology: remaining at the fore front of new age technologies to impart relevant education and skills to the learners;
- The Power of Collaboration: partnering with universities and institutions world-wide to inculcate best practices;
- The Power of People: fuelling creativity and ensuring excellence in all we do by cultivating a diverse, inclusive transparent and nurturing environment; and
- The Power of Advocacy: communicating and advocating the value proposition of Adamas

A Strategic Planning Steering Committee will be constituted to lead the university-wide implementation. There will be several opportunities for all at Adamas to provide input that will be used to shape our future direction.

When I took over as Vice Chancellor during March 2020 till date, I have been impressed by the dedication of our faculty, staff and students. To be where we wish to be, we will continue to put our best foot forward. Aligned to a common vision and committed to a shared strategy, we can solidify our upward trajectory towards AU2.0. We will have an opportunity to contribute our shared passion and creativity to achieve our goals. This is a testament of our unity; of our synergy. Our talents, commitment, diversity & ambition will make AU2.0.

Our task now, is bringing this plan to life over the next few years. I'm looking forward to hearing from you in the coming weeks - looking forward to any comments you have. Let the AU Strategic Plan 2030 be a living document. Thank you all for being a part of Adamas family.

Prof. (Dr.) Deependra Kumar Jha
Vice Chancellor

ABOUT THE UNIVERSITY

Adamas University is rated as one of the first universities in India with a diamond rating in 'Academic Development' and a platinum rating in 'Teaching and Learning' in Eastern India by QS I-Gauge 2021. The University is established with the intention of providing a solution to all educational needs under one roof. It aims to facilitate an environment for students that will arm them with the right kind of knowledge and develop them as well-rounded members of society.

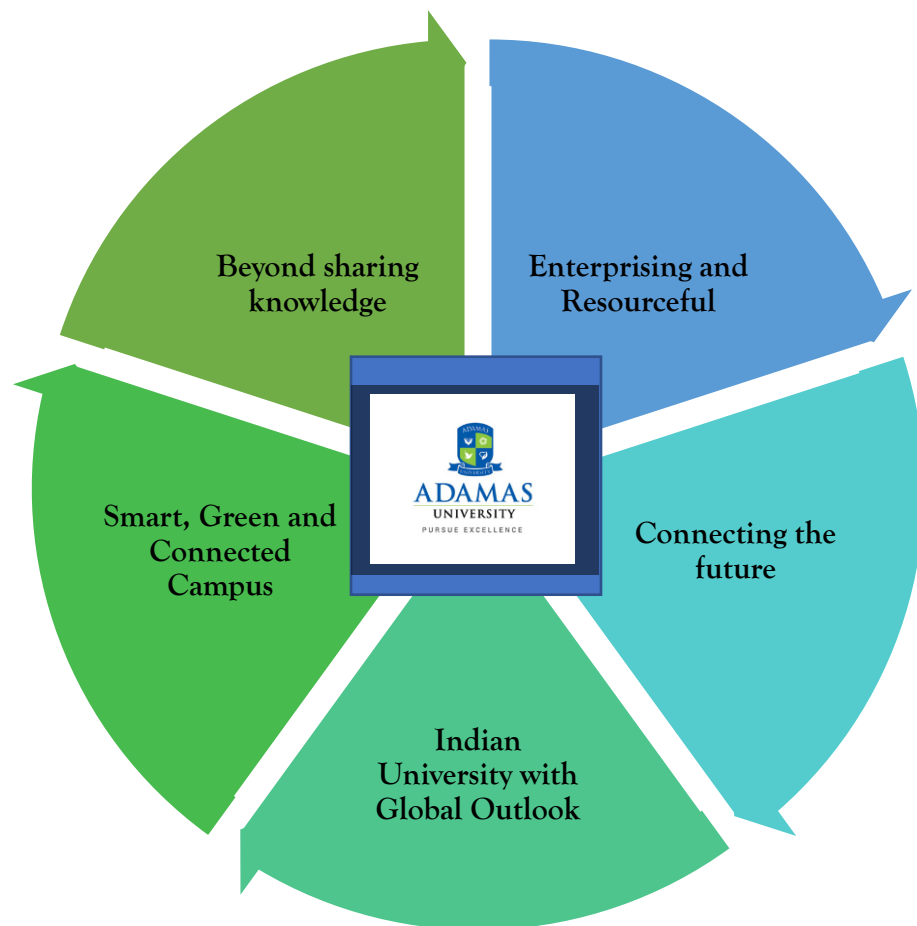
Since its inception, the University has tried to become the harbinger of change, creating spaces that foster academic dialogue and discussions. Being gifted with a flamboyant campus and a dynamic workforce, Adamas has been an epicenter of learning and academic exchanges and has taken every stride to redefine the contours of higher education.

As a research-intensive university, Adamas is committed to its core institutional values of inter-disciplinary teaching and innovative pedagogy. The University is also committed to providing high-quality education, delivering research, and supporting scholarships, i.e., highly valued by its stakeholders.

The University has set up a central Research and Development (R&D) Office, Central Instrumentation Center, and implemented various policies and schemes to strengthen and promote research and development activities like SEED grants, ARISE (funding to enhance student research), reward policies, etc.

OUR VISION AND VALUES

The strategic vision and mission of the University defines the distinctive characteristics with the agenda to act accordingly as a global private university driven by a mission of public service. The top-ranked Private University in Eastern India, Adamas University, since its inception in 2014, has pursued excellence not as a goal, but as a way of life. With an established, top-notch research centre and a strong faculty, the university strives to provide young minds with the best education possible.



VISION

To be an internationally recognized university through excellence in interdisciplinary education, research, and innovation, preparing socially responsible well-grounded individuals contributing to nation-building.

MISSION

- Improve employability through futuristic curriculum and progressive pedagogy with cutting-edge technology
- Foster outcomes-based education system for continuous improvement in education, research, and all allied activities
- Instill the notion of lifelong learning through culture of research and innovation
- Collaborate with industries, research centers and professional bodies to stay relevant and up-to-date
- Inculcate ethical principles and develop an understanding of environmental and social realities

CORE VALUE

- Respect
- Positivity
- Commitment
- Accountability
- Innovation



OUR EVOLVING CONTEXT

The top-ranked private university in Eastern India, Adamas University, since its inception in 2014, has pursued excellence not as a goal, but as a way of life. The University is situated within the Adamas Knowledge City at Barasat, North 24 Parganas, which was built with the concept of a “City within the City” and holds an array of educational institutes. The University has expansive 120-acre green campus housing students and faculty members. It has signed collaborative agreements with 56 universities in 26 countries in Asia, Africa, Euro-Asia, Europe, and North and South America.

The Adamas University has been established by Sachis Kiron Roy Memorial Trust (SKRMT) (under the West Bengal Act IV of 2014) passed by The West Bengal Legislature and approved by The Governor. The provisions of The Adamas University Act, 2014, have come into effect on 11th April 2014, through a notification issued by The Govt. of West Bengal on the same day.

The University aspires to impart the finest quality education to young minds with an already established high-quality research facility and a powerful team of teachers. Adamas University has many international initiatives collaborating with industries and educational institutes to facilitate projects, research, and student exchange programs. Currently, in its 7th year, the campus has 3500+ current students and more than 1500 resident students and faculties. The University has been established with the vision of providing quality education to students to help them become professionally competent as well as academically knowledgeable. There are 12 separate buildings, each dedicated to a particular field of study. The founding principles of Adamas University, incorporate

sustainability, social inclusivity, internationalism, multi-disciplinarity and an encompassing regional economic growth.

The vision of Adamas University, with ten constituent schools viz. School of Basic and Applied Science (SOBAS), School of Business and Economics (SOBE), School of Education (SOE), School of Engineering and Technology (SOET), School of Liberal Arts and Culture Studies (SOLACS), School of Life Science and Biotechnology (SOLB), School of Law and Justice (SOLJ), School of Media and Communication (SOMC), School of Medical Sciences (SOMS) and School of Smart Agriculture (SOSA), is to be an internationally recognized university through excellence in inter-disciplinary education, research, and innovation, preparing socially responsible well-grounded individuals contributing to nation-building. Towards this, we believe higher education has to break the boundaries of the current era and prepare the student-learners for facing the challenges of the new age. Innovation in higher education in line with the social, economic, technological, and political changes in the world today will ensure that the student-learners are equipped to succeed in Industry 4.0 through the acquisition of skills pertinent to the new millennium.

PURPOSE OF THE STRATEGIC PLAN

This Strategic Plan is the keystone that aligns all of our resources and actions in the same direction. This document provides Adamas University with a road map for each of the eight Strategic Priorities critical to fulfilling its Mission and Vision while upholding the Core Values. This university-wide framework charts a strategic course that fosters thoughtful action, focused innovation, and continuous improvement. The University can track its progress and stay focused on its priorities by using the metrics provided for each milestone. If we want to keep achieving student and organisational success, we must all accept the direction that this Strategic Plan offers and take responsibility for seeing that it is carried out.

AU 2030: STRATEGIC PRIORITIES AND ENABLERS



Strategic Priority 1

Research and Consultancy

OBJECTIVE 1

Strengthen research capacities

OBJECTIVE 2

Invest in and drive research excellence across the University

OBJECTIVE 3

Develop partnerships that enable research to make a difference, locally and globally

1. RESEARCH & CONSULTANCY

Goal Statement: University is committed to research with distinctive emphasis on excellence in strategically defined areas.

Objective 1: Strengthen the research capacities

Tactics:

- 1.1.1 Augment research capacity through the growth in numbers of Ph.D. scholars
- 1.1.2 Create a new fellowship scheme targeted to outstanding researchers
- 1.1.3 Announce policy to provide incentives and awards for faculty and students for their contribution to the research field
- 1.1.4 Research competency mapping of all faculty members for establishing Research Centers
- 1.1.5 Constitute a strong Research Advisory Committee to plan and direct the Research plan
- 1.1.6 Build a framework to facilitate patent-related work

Objective 2: Invest in and drive research excellence across the University

Tactics:

- 1.2.1 Build an ecosystem for nurturing research
- 1.2.2 Develop pan-University multidisciplinary research by establishing Research Centers based on available research clusters
- 1.2.3 Invest in faculty research that contributes to knowledge creation, enables distinctive academic offerings, and provides opportunities for research collaboration with students
- 1.2.4 Grow research impact by improving research index (publications, patents, copyrights, external funded projects, etc.)
- 1.2.5 Setting quality publication target per faculty member

Objective 3: Develop partnerships that enable research to make a Difference, locally and globally

Tactics:

- 1.3.1 High value research-based consulting projects
- 1.3.2 Training Development programs for the Corporates
- 1.3.3 Scouting for research funds/grants and secure extramural research funding
- 1.3.4 Institutionalization of innovation and entrepreneurship initiatives
- 1.3.5 Garner national and international collaboration for research and consultancy

Strategic Priority 2

Academic Excellence

OBJECTIVE 1

Achieving Superior Performance and High Grades

OBJECTIVE 2

Focus on teaching excellence by achieving program learning outcome

OBJECTIVE 3

Development and enhancement of relevant high quality academic programs to meet the global and regional needs of the workforce

2. ACADEMIC EXCELLENCE

Goal Statement: Create a student-centered learning environment by providing a quality of education and experience that equips each student with the values, skills, and intellectual discipline that will enable them to make a positive contribution to society.

Objective 1: Achieving Superior Performance and High Grades

Tactics:

- 2.2.1 Designing an institutional process to hire and identify excellent faculty members who could advance the mission of the University.
- 2.2.2 Developing an instrument of needs assessment in the identification of professional development areas.
- 2.2.3 Acquiring and developing the best international teaching techniques for the classroom and outside of the classroom for the students' overall academic and personal development.
- 2.2.4 Reviewing of the program outcomes for ensuring students are all career ready using the industry trends and employer feedback.

Objective 2: Focus on teaching excellence by achieving program learning outcome

Tactics:

- 2.2.1 Implementation of Outcome-based Education (OBE) system across all programs.
- 2.2.2 Introduction of market-relevant, futuristic skill-based courses and multidisciplinary programs
- 2.2.3 Periodic Review of Curriculum
- 2.2.4 Ensuring that the learning process is relevant to students' needs and encouraging student participation in local, national, and international events.

Objective 3: Development and enhancement of relevant high quality academic programs to meet the global and regional needs of the workforce.

Tactics:

- 2.3.1 Ensuring the use of professional development and quality learning equipment.
- 2.3.2 Engagement of students to access the courses online.
- 2.3.3 Introduction to technological advancements and having the “state-of-art” facilities in the campus like adoption of digital learning.

Strategic Priority 3

Student Experience

OBJECTIVE 1

Provide a student-centered learning experience by utilizing pedagogical innovation

OBJECTIVE 2

Enhance Physical and digital infrastructure

OBJECTIVE 3

Enhance students' participatory experience

3. STUDENT EXPERIENCE

Goal Statement: Establish a student-centric approach towards learning by proper utilization of the pedagogical innovations along with the enhancement of all the physical and digital infrastructures for the students.

Objective 1: Provide a student-centered learning experience by utilizing pedagogical innovation

Tactics:

- 3.1.1 Deliver and design new academic programs by articulating unique approach to inter-disciplinary project-based experiential learning, case studies, Interdisciplinary projects etc.
- 3.1.2 Introduce the concept of Minors
- 3.1.3 Introduce career-oriented and self-development value-added courses and online certified courses
- 3.1.4 Develop online and hybrid courses in coordination with all faculty members

Objective 2: Enhance Physical and digital infrastructure

Tactics:

- 3.2.1 Revamp digital infrastructure by using Canvas to make it more resilient, scalable flexible and secure, including replacing data centers, starting a new phase of development in our high-performance computing and investing in new productivity, collaboration and communications tools to allow all staff and students to work and study more efficiently and seamlessly.
- 3.2.2 Develop smart classrooms to facilitate online teaching
- 3.2.3 Update online / virtual labs with latest equipment
- 3.2.4 Update the library with latest books / journals (both online and offline)

Objective 3: Enhance students' participatory experience

Tactics:

- 3.3.1 Implement Adamas Comprehensive Excellence Scorecard and enhance NET Promoter Score for the students
- 3.3.2 Psychometric profiling of students
- 3.3.3 Students' participation in Board of Studies, ICC, IQAC cell to enhance their sense of belonging and participatory learning experience.

Strategic Priority 4

Social Footprints

OBJECTIVE 1

Strengthen social footprints and be a pivotal resource for addressing key community-identified issues

OBJECTIVE 2

Gender Sensitization

OBJECTIVE 3

Using most of the social media platforms to connect with students, teachers and parents

4. SOCIAL FOOTPRINTS

Goal Statement: University intends to engage in activities to advance the human condition by expanding knowledge, improving health, promoting greater justice, alleviating poverty, opening avenues for economic development to underserved communities, driving artistic creativity and expression, and improving lifelong learning. This is how we define “impactful engagement” and how to intend to practice it for society.

Objective 1: Strengthen social footprints and be a pivotal resource for Addressing key community-identified issues

Tactics:

- 4.1.1 To project the University as a socially responsible, involved, and committed organization, by conducting charity and community service outreach programs to benefit the local communities as well as fulfill the University’s vision.
- 4.1.2 Educate and inspire students about the importance of giving and service throughout their journey at the University and appreciate the social obligations and psychological, sociological, pragmatic, and aesthetic reasons for social work.
- 4.1.3 Establish policies and procedures to allow employees to engage in volunteer activities

Objective 2: Gender Sensitization

Tactics:

- 4.2.1 Constitution of student gender sensitizing cells to serve as a fundamental platform for all the genders to discuss problems and come about with solutions.
- 4.2.2 Constitution of Internal Complaint Committee to take strong actions against any sort of sexual harassment and workplace discrimination based on gender.
- 4.2.3 Educate and inspire students, faculty members, and other academic supports staffs about gender sensitization through active programs and events.

Objective 3: Using most of the social media platforms to connect with students, teachers and parents

Tactics:

- 4.3.1 Using social media to reach out to students, teachers and parents along with the alumni.
- 4.3.2 Creating groups and channels to rally students.
- 4.3.3 Using Facebook to stream live lectures and host live discussions.

Strategic Priority 5

Internationalization

OBJECTIVE 1

Increase Internationality Index

OBJECTIVE 2

Develop new local, national, and global strategic partnerships that increase faculty effectiveness and engagement

5. INTERNATIONALIZATION

Goal Statement: Aspires to focus on internationalization, maturing existing partnerships, and developing new opportunities for outreach, collaboration, and knowledge creation and exchange. Engaging with the community, alumni, and learners, the University will continue to grow, change and influence the local and global stage.

Objective 1: Increasing Internationality Index

Tactics:

- 5.1.1 Establish a strong international foothold of high-quality international students in our programs by collaborating with leading international Universities and other organizations across the globe with an intention to provide international exposure for teaching, learning, and research.
- 5.1.2 Strategic international collaboration for global exposure through a semester abroad, summer / winter school/research program, student and faculty exchange program, jointly funded projects, internships, short-term foreign university visit programs, International Conferences, seminars, and webinars.

Objective 2: Develop new local, national, and global strategic partnerships that increase faculty effectiveness and engagement, diversity, and student success

Tactics:

- 5.2.1 Develop partnerships with industry, government, and non-profits organisations abroad to enhance teaching, research, and service mission.
- 5.2.2 Cultivate University into a higher education leader of national revitalization in science, education, economic development, and civic responsibilities.

Strategic Priority 6

Entrepreneurships and Innovations

OBJECTIVE 1

Strengthen entrepreneurship and innovation

6. ENTREPRENEURSHIP AND INNOVATION

Goal Statement: Aspire to become a leader in entrepreneurship and innovation in support of culturally appropriate and environmentally sustainable social and economic objectives

Objective 1: Strengthen entrepreneurship and innovation

Tactics:

- 6.1.1 Foster strategic partnerships with key organizations, business and industry to promote entrepreneurship and innovation
- 6.1.2 Broaden and invest in innovation activities and foster the entrepreneurial environment for faculty and staff
- 6.1.3 Stewarding ongoing development of technology-based industry
- 6.1.4 Support students seeking to start entrepreneurial ventures with relevant incubation assistance
- 6.1.5 Strengthen the social and economic impact at a regional, national and international level via entrepreneurship projects and business initiatives

Strategic Priority 7

Academia Industry Collaboration

OBJECTIVE 1

Promoting growth and innovation in advancing research

OBJECTIVE 2

Diversifying and enhancing faculty and staff excellence

7. ACADEMIA INDUSTRY COLLABORATION

Goal Statement: Establish a culture and environment in which there is consistent promotion of growth and innovation in the advancement of research in collaboration with industries.

Objective 1: Promoting growth and innovation in advancing research

Tactics:

- 7.1.1 Establishing research parks, some of which will be funded and supported by industry partners.
- 7.1.2 Student visits to the organizations or industry in their related field of study.
- 7.1.3 Approaching Organizations for offering Internship programs to the students
- 7.1.4 Constitute a strong Industry Advisory Committee to plan and direct the schools

Objective 2: Creation of skilled workforce

Tactics:

- 7.2.1 Collaborative research, having the capability to exchange ideas across industry and disciplines, learning new skills as per Industry demands.
- 7.2.2 keeping open lines of communication within the Career Development Cell of the University and the Industry organisations.
- 7.2.3 Execution of Skills based programs and courses through separate department of Life Long Learning.
- 7.2.4 Encouraging more students to take part in community service initiatives and research careers in the social enterprise sector.

Strategic Priority 8

Excellence in Sports

OBJECTIVE 1

Diversifying career options in Sports

OBJECTIVE 2

Improving cognitive functions of brain, helping students in achieving life-long learning goals while earning their academic degree.

8. EXCELLENCE IN SPORTS

Goal Statement: Establish a strong connection between sports, exercise, health and active living along with the importance for overall wellbeing of the communities.

Objective 1: Diversifying career options in Sports

Tactics:

- 8.1.1 Establishing adequate infrastructure and policies to promote sports as a viable career option in Eastern India.
- 8.1.2 Encouraging students to pursue their true interests in sports by hosting sports events.
- 8.1.3 Optimizing the sporting abilities of students and providing adequate support to plan their sport careers.

Objective 2: Improving cognitive functions of brain, helping students in achieving life-long learning goals while earning their academic degree.

Tactics:

- 8.2.1 Conduction of inter-university and intra university sports events regularly and encouraging active students' participation.
- 8.2.2 Hosting tournaments within the campus and providing educational and training opportunities for any students from any background.
- 8.2.3 Providing flexible academic facilities to the students playing state/national/international level of sports tournaments.
- 8.2.4 Fellowships and scholarships scheme in sports for students.

ADAMAS UNIVERSITY AT A GLANCE

PEOPLE

3761
Students



316
Faculties



1:15
Faculty -
student ratio



2240
Alumni



STUDENTS



82% Undergraduate
14% Post Graduate
4% Doctoral

DIVERSITY / INCLUSIVITY



Representation of
22 districts and 14 states



RECOGNITION & APPROVALS

UGC

AICTE

PCI

NCTE

BCI



AWARDS AND ACCOLADES OF QS I-GAUGE.



AWARDS & ACCOLADES

Award of Excellence in Communication
PUBLIC RELATIONS
SOCIETY OF INDIA
9th edition of E-Engage, of Public
Relations Society of India

Emerging University of India
WORLD
EDUCATION
SUMMIT
17th World Education Summit
& Awards 2020

TIMES Best Practices
THE TIMES OF INDIA
for the best practices adapted
at the time of pandemic

Best Infrastructure and
Innovative Learning
ZEE
Education Excellence 2020

Best University in East India
AHEAD
Education Ahead Conclave &
Awards 2019

Best University in West Bengal
WORLD
EDUCATION
CONGRESS
West Bengal Leadership
Awards 2019

Most Innovative University
National Education Awards
2019

GRAND JURY AWARDS
Sports & CO-Curricular Education
EducationWorld
India Private Higher
Education Rankings 2019

AU SOET ranked 74th in the Top
Private Engineering Colleges
BW EDUCATION
and 133rd in Overall Engineering
Colleges by BW Education

Best Private University
National Education Awards
2018

Best Private University
ASSOCHAM
Education
Excellence Award 2017

Best Private University
Education
Excellence Award 2017

SCHOOLS



SCHOOL OF
ENGINEERING AND
TECHNOLOGY (SOET)



SCHOOL OF
LIBERAL ARTS
AND CULTURE
STUDIES (SOLACS)



SCHOOL OF MEDIA
AND COMMUNICATION
(SOMC)



SCHOOL OF
BUSINESS AND
ECONOMICS (SOBE)



SCHOOL OF LIFE
SCIENCE AND
BIOTECHNOLOGY
(SOLB)



SCHOOL OF
EDUCATION
(SOE)



SCHOOL OF BASIC
& APPLIED
SCIENCES (SOBAS)



SCHOOL OF LAW
AND JUSTICE
(SOLJ)



SCHOOL OF
MEDICAL
SCIENCES (SOMS)



SCHOOL OF SMART
AGRICULTURE
(SOSA)

PROGRAMMES



57 Under-Graduate programmes
10 Post-Graduate programmes
9 Integrated programmes,
5 Post-Graduate Diploma programmes
Doctoral programmes

RESEARCH



800+
Publications



12+
Interdisciplinary
Research Centers

CAPACITY BUILDING



Centre of Professional Studies

INTERNATIONAL COLLABORATIONS



50+
Collaboration with
International Universities and
Higher Education Institutes

60+

International
Faculty visited
Adamas University



21+
Countries



12+ Countries
represented by
students in student
exchange



OFFICE OF QUALITY ASSURANCE AND ACCREDITATION

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