

# **MALLA REDDY (MR)**

## **Deemed to be University**

**(Formerly Malla Reddy Engineering College)**

Recognized Under Section 3 of the UGC Act, 1956

Approved by AICTE, New Delhi, Accredited by NAAC with 'A++' Grade (Cycle- III)



## **INSTITUTIONAL DEVELOPMENT PLAN**

**(IDP)**

**2025–2040**

Prepared in accordance with

UGC Institutional Development Plan Guidelines and NEP 2020 Framework.

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## Message From Vice-Chancellor

It is with immense pride and a deep sense of responsibility that we present the Institutional Development Plan (IDP) 2025–2040, a strategic blueprint that guides Malla Reddy (MR) Deemed to be University through its transformative journey. This document is not merely a record of our profile and history, but a precise roadmap for achieving national distinction and global competitiveness over the next fifteen years.



The formulation of this IDP is anchored firmly in the spirit and guiding principles of the National Education Policy (NEP) 2020 and adheres strictly to the directives promulgated by the University Grants Commission (UGC) and the Department of Higher Education, Government of Telangana.

Crucially, this plan is designed to align with the evolving national evaluation framework. We recognize the profound shift toward a unified, comprehensive institutional accreditation system, moving beyond the traditional reliance on separate NAAC and NBA cycles. Our strategy is built to embrace this new outcome-based, meta-evaluation paradigm and seamlessly meet the highest standards of the forthcoming National Accreditation Council (NAC) framework, while sustaining our strong performance in the National Institutional Ranking Framework (NIRF).

This comprehensive vision is structured around our Ten Key Foundational Pillars, which collectively drive excellence in Research and Innovation, Interdisciplinary Academics, Digital Transformation, and Global Engagement. The IDP functions as a dynamic instrument of quality assurance, ensuring that our operational priorities from faculty recruitment to resource mobilization harmonize with our long-term goal of achieving financial self-sustenance and becoming a Category-I Deemed University.

Anchored in our core values of integrity, innovation, and social responsibility, the IDP reflects our broader mission to contribute meaningfully to societal transformation and nation-building. We envision this IDP as a living document, subject to periodic review and refinement, ensuring MRDU remains agile and responsive to emerging educational imperatives while upholding the highest standards of academic excellence.

***Prof. P. Ravinder Reddy***

*Vice-Chancellor, MRDU*

## Message From Pro-Vice-Chancellor

It is with great anticipation and a sense of shared responsibility that I endorse the Institutional Development Plan (IDP) 2025–2040, which represents the operational roadmap for Malla Reddy (MR) Deemed to be University. While the Vice-Chancellor articulates our vision, this IDP serves as our blueprint for execution and systematic transformation.



The core of our success lies in the meticulous implementation of the strategies outlined across our Ten Key Foundational Pillars. As the principal academic and administrative coordinator, I am committed to ensuring that every School, Department, and Centre aligns its annual plans and budgets with the IDP’s long-term objectives and the mandates of the National Education Policy (NEP) 2020.

Our commitment to quality is non-negotiable. We are actively moving beyond the input-centric models of the past (NAAC, NBA) and preparing for the unified, outcome-based, and maturity-graded framework of the new national accreditation system. This requires a cultural shift towards continuous, quantifiable improvement in all processes—from curriculum design and teaching-learning practices to research output and institutional governance.

The IDP outlines specific goals for enhancing academic rigor, increasing sponsored research, fostering interdisciplinary collaboration, and ensuring the holistic development of our students. We will focus particularly on strengthening our Internal Quality Assurance Cell (IQAC) to serve as the chief monitoring body for the IDP, guaranteeing evidence-based progress and accountability across all administrative and academic wings.

I call upon all faculty, staff, and students to adopt the IDP as their reference guide, committing to the discipline required to translate our ambitions into tangible, high-impact outcomes. Through focused effort and collective excellence, we will achieve our goal of becoming a leading Category-I Deemed University.

***Dr Yuvaraju Chinnam***  
***Pro-Vice-Chancellor, MRDU***

## **Message From Registrar**

The Institutional Development Plan (IDP) 2025–2040 is the definitive document for the governance, administration, and regulatory compliance of Malla Reddy (MR) Deemed to be University.

This IDP is the foundation upon which all administrative and financial actions must be built. It formalizes our commitment to the directives of the National Education Policy (NEP) 2020 and the regulatory framework of the University Grants Commission (UGC).



As Registrar, I confirm that this document has been duly reviewed and approved by the Board of Management (BoM). It serves as the single source of truth for the institutional structure, objectives, and administrative procedures for the next fifteen years.

I call upon all Deans, Heads of Departments, and Administrative Staff to ensure the strict implementation and compliance of this IDP. Your adherence to its mandates is essential for seamless institutional operation, accurate data management, and successful alignment with the new national accreditation and ranking paradigm.

This IDP is the critical instrument for maintaining transparency, accountability, and excellence in our governance.

***Prof. Mandala Sreenivas***

***Registrar***



# INSTITUTIONAL DEVELOPMENT PLAN



# **EXECUTIVE SUMMARY**

# 1.0 EXECUTIVE SUMMARY

## 1.1 CONTEXT AND MANDATE

India's higher education ecosystem is undergoing a profound transformation driven by the National Education Policy (NEP) 2020, which emphasizes multidisciplinary learning, academic flexibility, research intensity, digital empowerment, institutional autonomy, and global competitiveness. To operationalize these reforms, the University Grants Commission (UGC) introduced the Institutional Development Plan (IDP) Framework (2024), requiring all Higher Education Institutions (HEIs) to undertake long-term strategic planning across the eight enabler domains, namely Governance, Finance, Academics, Research and Innovation, Human Resources, Networking and Collaboration, Physical Infrastructure, and Digital Transformation.

The Institutional Development Plan (2025–2040) of Malla Reddy (MR) Deemed-to-be University is envisioned as a comprehensive and forward-looking strategy document that defines the University's developmental direction for the next fifteen years. This IDP articulates the institutional aspirations, performance priorities, and transformation pathways required to position MRDU as a multidisciplinary, research-driven, socially responsive, and globally aligned university.

MRDU's evolution from Malla Reddy Engineering College (Autonomous) – an institution accredited by NAAC with A++ (CGPA 3.52) and widely recognized for academic quality – to a Deemed-to-be University in 2025 represents a significant milestone. This transition enables the University to expand its academic footprint through Schools of Engineering, Sciences, Humanities, Management, Health Technology, Allied Sciences, and emerging transdisciplinary domains.

The preparation of this IDP is grounded in extensive institutional analysis and stakeholder engagement. The process included:

- A detailed review of UGC IDP Guidelines (2024), NEP 2020, NHEQF, and relevant statutory frameworks.
- Consultations with the Governing Body, Academic Council, faculty members, students, administrative staff, alumni, and industry partners.
- Mapping of MRDU's academic and developmental priorities to Sustainable Development Goals (SDGs).

This IDP serves simultaneously as a policy blueprint for regulatory compliance, a strategic roadmap for institutional growth, and a performance-driven commitment to quality enhancement. It establishes MRDU's consolidated vision for 2040, translates that vision into measurable outcomes, aligns governance and resource frameworks with national expectations, and provides a dynamic, living document for continuous review and improvement through the IQAC and statutory bodies.

The IDP applies to all Schools, Centers, and Administrative Divisions of MRDU. It provides:

- Strategic direction for policy formulation, program creation, and quality assurance.
- Quantitative and qualitative targets for annual and decadal review.
- Benchmarks for accreditation, ranking, and funding proposals.

Implementation will be overseen by the IDP Steering Committee under the Vice-Chancellor, monitored by the IQAC, and reviewed annually by the Board of Management.

## **1.2. CORE OBJECTIVES OF THE IDP**

The Institutional Development Plan IDP of MRDU reflects an integrated comprehensive and holistic framework designed to align the University's long term growth trajectory with its distinctive vision mission and institutional ethos.

It recognizes MRDU's unique context as a multidisciplinary Deemed to be University with a strong commitment to academic excellence research innovation social responsibility and global engagement. The IDP serves as a strategic blueprint to guide sustainable institutional development resource optimization and quality enhancement in consonance with national and international higher education benchmarks.

### **The core objectives of MRDU's IDP are**

- i. To articulate a clear and forward-looking Vision and Mission for MRDU and align them with the National Education Policy (NEP) 2020, National Credit Framework (NCrF), Sustainable Development Goals (SDGs), and the University's educational, research, and societal objectives.
- ii. To conduct a comprehensive assessment of institutional development needs through wide-ranging consultative processes involving faculty, students, alumni, employers, industry partners, and community representatives.
- iii. To identify capacity gaps in human, infrastructural, financial, and organizational—and prioritize interventions to address them systematically.
- iv. To develop annual and mid-term activity and capacity-building plans aimed at strengthening academic, research, administrative, and support systems across all functional areas.
- v. To establish a transparent, technology-enabled framework for holistic and inclusive institutional growth, ensuring the optimal utilization of digital tools, resources, and opportunities for balanced development.
- vi. To foster an ethos of lifelong learning, employability, and entrepreneurship by integrating skill-development, innovation, and experiential learning into all academic programs.
- vii. To create an operative framework for internationalization of education—promoting academic equivalence, global partnerships, and mobility of faculty and students.
- viii. To ensure meaningful participation of all stakeholders in both the formulation and implementation of the IDP, reinforcing shared accountability and collective ownership.
- ix. To quantify institutional goals through clearly defined Key Performance Indicators (KPIs), measurable outcomes, and time-bound implementation targets.

- x. To establish a robust mechanism for periodic review, monitoring, and continuous improvement, enabling timely course corrections and progressive enhancement of institutional performance.

## **1.4 PLAN HIGHLIGHTS**

The Institutional Development Plan (IDP) of MRDU to be University presents a long-term strategic blueprint for the University's structured growth, academic consolidation, and transition towards national and global leadership in higher education. Developed through a systematic and evidence-based planning process, the IDP spans a 15-year period (2025–2040) and reflects the University's commitment to academic excellence, research prominence, innovation-driven education, and societal contribution. It integrates the guiding principles of NEP 2020, aligns with UGC regulations, NAAC quality benchmarks, NIRF parameters, and the institutional aspirations emerging from Telangana's higher education ecosystem.

The IDP is anchored around ten **Key Foundational Pillars**:

**Academic Excellence; Research and Innovation; Collaborations and Networking; Industry and Entrepreneurship; Infrastructure Development and Modernization; Student Welfare and Engagement; Faculty Quality Improvement; Inclusive Growth and Development; Technology Integration and Transformation; and Institutional Branding and Reputation.**

These pillars provide the structural foundation for MRDU's long-term goals, enabling the University to organize its strategies, policy interventions, and yearly action plans in a coherent and outcome-oriented manner. The plan also incorporates a structured Situational and Environmental Analysis, PESTLE considerations, and a comprehensive SWOC assessment to understand MRDU's current positioning and future potential.

The IDP outlines a phased development roadmap: institutional establishment and strengthening (Years 1–5), academic expansion and consolidation (Years 6–10), and attainment of national distinction and global competitiveness (Years 11–15). Each phase is supported by measurable indicators, key result areas, and targeted outcomes. An implementation mechanism involving the Strategic Planning Committee (SPC), IQAC, administrative units, and academic leadership ensures efficient monitoring, transparent governance, and continuous improvement. Ultimately, this IDP lays the foundation for MRDU to evolve into a future-ready, research-intensive, learner-centric university that contributes meaningfully to knowledge creation, societal transformation, and national development by 2040.

# **INSTITUTIONAL PROFILE**

## 2.0 INSTITUTIONAL PROFILE

### 2.1 INSTITUTIONAL BACKGROUND

Malla Reddy (MR) Deemed-to-be University is a multi-disciplinary, innovation-driven higher education institution located in Secunderabad, Telangana. Established with a vision to impart high-quality education and contribute to nation-building, the University has evolved into an emerging hub for professional education, research, and societal engagement. The University attained Deemed-to-be University status under Section 3 of the UGC Act, 1956, in 2025, marking a significant milestone in its academic journey and institutional transformation.

MRDU offers a broad spectrum of academic programs spanning Engineering, Management, Computer Applications, Sciences, Allied Health Sciences, and Humanities, delivered through well-structured Schools and Departments. The University follows a learner-centric academic framework aligned with the National Education Policy (NEP) 2020, promoting multidisciplinary learning, outcome-based education, skill integration, industry engagement, and research-driven pedagogy. MRDU emphasizes holistic student development through structured curricular, co-curricular, and extracurricular interventions.

The University has a dedicated and diverse faculty committed to teaching excellence, research advancement, mentoring, and community outreach. Faculty development and research enrichment are ensured through initiatives such as FDPs, research grants, consultancy opportunities, and collaborations with industry and academic institutions. The University also nurtures a robust ecosystem of innovation and entrepreneurship through its Innovation, Incubation and Start-up Centre, promoting ideation, product development, and start-up mentoring.

MRDU's state-of-the-art campus provides a conducive environment for learning and innovation, supported by modern classrooms, laboratories, digital learning infrastructure, research facilities, libraries, seminar halls, sports amenities, student activity spaces, and community service structures. The University is committed to building a sustainable, green, and technologically empowered campus consistent with national quality benchmarks.

The University maintains strong administrative and governance structures aligned with UGC Regulations and statutory requirements. This includes bodies such as the Board of Management, Academic Council, Finance Committee, Planning and Monitoring Board, Board of Studies, IQAC, IPR Cell, Anti-Ragging Committees, Grievance Cells, and statutory compliance committees. These bodies ensure transparent decision-making, quality assurance, academic integrity, and regulatory compliance.

MRDU places equal emphasis on student welfare through structured academic advising, mentoring systems, career guidance, placement support, counselling, scholarships, grievance redressal mechanisms, and gender sensitization initiatives. Institutional policies covering

academics, research, HR, innovation, inclusivity, green campus practices, digital transformation, and student welfare further reinforce a safe, ethical, and supportive learning environment.

In its progression as a Deemed-to-be University, MRDU seeks to foster excellence in teaching, high-impact research, interdisciplinary scholarship, global collaborations, skill enhancement, and social responsibility. With a strong foundation, visionary leadership, and a clear long-term strategic direction, the University is poised to emerge as a nationally recognized and globally engaged institution that contributes meaningfully to knowledge creation and societal development.

This Institutional Profile reflects MRDU's current capabilities and its commitment to continuous growth as envisioned in the Institutional Development Plan (2025–2040).

## **2.2 INSTITUTIONAL LEGACY AND STRENGTH**

Over two decades of academic excellence, Malla Reddy institutions have built a strong reputation in Engineering, Technology, Management, Allied Health Sciences, and Research. Key features of MRDU's legacy include:

### **Institutional Accreditations and Status**

1. Deemed-to-be University Status: Recognized Under Section 3 of the UGC Act, 1956, for the grant of Deemed-to-be University status in the year 2025
2. NAAC Accreditation: Accredited with the highest possible 'A++' Grade (Cycle-III) with a Cumulative Grade Point Average (CGPA) of 3.52 in the year 2022
3. NBA Accreditation (UG): Accredited for 6 B.Tech. Programmes (including Civil, EEE, Mechanical, ECE, CSE, and IT) for the cycle covering July 2024 to June 2027.
4. NBA Accreditation (PG): Accredited for various M.Tech. Programmes and the Master of Business Administration (MBA) program (valid until June 2027).
5. Autonomous Status: Conferred Autonomous Status by the UGC since 2014.
6. UGC Recognition: Recognized under Section 2(f) & 12(B) of the UGC Act, 1956.

### **National Rankings and Mentorship**

7. IIC Ranking (Ministry of Education): Secured a 4 Star Ranking in the Institution's Innovation Council (IIC) 4.0 (2022-23).
8. OBE Ranking: Awarded the Diamond Band in the OBE Rankings for two consecutive years: 2022-23 and 2023-24 & Titanium Band.
9. NIRF Ranking (Engineering): Ranked in the Band 201-300 for the NIRF 2024 Engineering category.
10. NIRF Ranking (Innovation): Ranked in the Band 101-150 for the NIRF 2023 Innovation category.
11. Mentor Institute: Selected as a Mentor Institute by the Ministry of Education under the IIC initiative, with funding support of ₹2.25 Lakhs.

12. AICTE Margadarshan: Successfully mentored 10 colleges for NBA Accreditation under this scheme.

### **Research Achievements and Metrics**

13. Total Grants Received: Secured grants totaling ₹11.486 Crores from various agencies (UGC, AICTE, DST, Microsoft, etc.).

14. Intellectual Property (IPR): Secured 458 total IPR items (National Patents, International Grants, Copyrights, and Trademarks).

15. Research Publications: Published a total of 4106 research papers.

16. High-Value DST Grants: Secured major grants under DST-SEED, including ₹49.602 Lakhs (2024-25) for empowering women artisans and ₹42Lakhs for tribal welfare.

17. Institutional Research Collaborations with IITs, NITs, and International Universities

18. Innovation Challenge: The "Self-Air generating Ventilator" project was selected under the Yukti Innovation Challenge 2023.

19. Recognized by AICTE, UGC, DST, and MSME for quality initiatives, incubation, and research excellence.

# **STRATEGIC FOUNDATIONS OF MRDU**

## 3.0 STRATEGIC FOUNDATIONS OF MRDU

### 3.1 INTRODUCTION

The strategic foundations of MRDU provide the conceptual and structural basis for all long-term planning and institutional development initiatives outlined in this IDP. This section articulates the core pillars, vision, mission, and values that define the University's identity and future direction, and establishes the institutional objectives and strategic pathways that guide its transformation over the next fifteen years. By aligning MRDU's foundational philosophy with NEP 2020, NCrF, UGC IDP Guidelines, and global benchmarks, the strategic foundations ensure that all academic, administrative, research, and developmental initiatives of MRDU remain future-ready, mission-driven, and focused on excellence, inclusivity, innovation, and societal impact.

### 3.2 KEY FOUNDATIONAL PILLARS OF MRDU

Over the next 15 years, the institution envisions becoming a global leader in higher education, renowned for its pioneering research, exceptional faculty, and progressive pedagogical approaches. We aspire to create an environment that nurtures intellectual curiosity, fosters creativity, and instills a sense of social responsibility in all our students. The ambitious roadmap for the university's future is built upon **ten key foundational pillars**, as detailed in the following sections.

#### 1. Academic Excellence

The university will strive to maintain the highest standards of academic excellence through rigorous curriculum development, effective teaching and learning practices, and a commitment to continuous improvement. It will recruit and retain top-quality faculty members, provide opportunities for faculty development, and support innovative teaching methods. The university will also implement a robust assessment system to measure student learning outcomes and ensure that students are well-prepared for their future careers.

#### 2. Excellence In Research and Innovation

The university will foster a culture of research excellence by providing adequate resources, mentoring, and support for faculty research. It will invest in state-of-the-art research facilities and equipment, and encourage interdisciplinary collaboration and partnerships with external researchers. The institution will focus on research that addresses societal challenges and has a positive impact, contributing to knowledge and innovation.

#### 3. Collaborations and Networking

The university will actively seek and develop collaborations with industry, government, and other academic institutions. It will establish strong partnerships to enhance research, provide internship and job opportunities for students, and access external resources. The institution will also foster a culture of networking and collaboration among its faculty, staff, and students.

#### **4. Industry and Entrepreneurship**

The University is committed to fostering a strong connection between academia and industry, promoting entrepreneurship, and driving innovation. The institution will actively seek partnerships with industry leaders to provide students with practical experience through internships, projects, and mentorship programs. Additionally, MRDU will establish entrepreneurship centers and incubators to support faculty and student ventures. By fostering a culture of innovation and entrepreneurship, the university aims to equip students with the skills and knowledge necessary to succeed in the dynamic business world and contribute to economic growth.

#### **5. Infrastructure Development and Modernization**

The university will invest in modernizing its physical infrastructure, including classrooms, laboratories, and administrative facilities. It will upgrade its technology infrastructure to support teaching, learning, and research. Additionally, the institution will create a sustainable and environmentally friendly campus.

#### **6. Student Welfare and Engagement**

The university will strive to create a supportive and engaging learning environment for its students. It will offer rigorous academic programs that meet the highest standards of quality, and provide a variety of experiential learning opportunities, such as internships, research projects, and study abroad programs. The institution will also offer personalized support services to students, including academic advising, career counseling, and mental health support. To foster a vibrant campus community, the university will promote student engagement in extracurricular activities, leadership roles, and social responsibility initiatives.

#### **7. Faculty Quality Improvement**

The University is committed to fostering a high-quality faculty that is dedicated to teaching, research, and service. The institution will implement strategies to recruit and retain exceptional faculty members, provide opportunities for professional development, and promote a culture of excellence. By investing in faculty quality, MRDU aims to create a vibrant and intellectually stimulating learning environment that benefits students and contributes to the advancement of knowledge.

#### **8. Inclusive Growth and Development**

The university will create a more inclusive and diverse campus environment that welcomes students from all backgrounds. It will expand academic offerings to meet the needs of a diverse student population, and increase access to education for underrepresented groups through scholarships, financial aid, and outreach programs. The institution will promote diversity and inclusion in all aspects of its operations, including faculty, staff, and leadership.

#### **9. Technology Integration and Transformation**



The university will embrace digital technologies to enhance teaching and learning, research, and administrative processes. It will develop innovative educational tools and resources, and foster a culture of innovation and creativity among students and faculty. The institution will ensure that its technology infrastructure is secure and reliable, and will provide adequate support to faculty and students in using digital tools effectively.

## 10. Institutional Branding and Reputation










The institution will develop a strong and consistent brand identity that reflects its values, mission, and vision. Through effective marketing and public relations campaigns, the university will enhance its visibility and position itself as a leader in its field. By showcasing its academic excellence, research achievements, and student success, the institution will attract top students, faculty, and partners.

### 3.3 VISION, MISSION AND CORE VALUES OF MRDU

The Vision, Mission and Core Values are presented at the outset to orient regarding MRDU's strategic intent. These statements were iteratively refined and validated during the Situational and Environmental Analysis, SWOC exercise and stakeholder consultations; the final approved versions are recorded in section 3.3

	<p style="text-align: center;"><b><u>VISION STATEMENT</u></b></p> <p>“To become an internationally acclaimed institution, recognized for excellence in teaching, multidisciplinary research, and outreach, by collectively creating, advancing, and disseminating knowledge.”</p>
<p><i>This vision emphasizes MRDU's aspiration to evolve into a globally reputed, research-driven, and socially responsible Deemed-to-be University by 2040, distinguished by its contribution to sustainable development, innovation ecosystems, and academic inclusivity.</i></p>	
	<p style="text-align: center;"><b><u>MISSION STATEMENT</u></b></p> <ul style="list-style-type: none"><li>• To offer exceptional higher education and spearhead internationally recognized multidisciplinary research and extension activities, emphasizing innovation and practical applications to address societal needs.</li><li>• To holistically nurture students from diverse backgrounds, moulding them into individuals with global competitiveness, social responsibility, and ethical consciousness, while actively contributing to the collective creation, advancement, and dissemination of knowledge.</li></ul>

## CORE VALUES

	<b>ACCESS</b>	<i>Expanding access to education for all</i>
	<b>EQUITY</b>	<i>Ensuring opportunities and resources are distributed fairly based on individual needs and circumstances</i>
	<b>DEDICATION</b>	<i>Reflected in our distinctive work ethic and in our commitment to excellence</i>
	<b>QUALITY</b>	<i>Focus on standards of performance and continuous improvement</i>
	<b>ACCOUNTABILITY</b>	<i>We uphold a culture of responsibility, transparency, and ownership, where individuals and the institution as a whole are committed to being answerable for their actions, decisions, and outcomes.</i>
	<b>INTEGRITY</b>	<i>Reflected in our adherence to the highest ethical standards in personal and professional behaviour, and in our commitment to transparency and accountability in governance and everything we do</i>
	<b>INNOVATION</b>	<i>Promote and encourage creativity</i>
	<b>COLLABORATION</b>	<i>Working toward common goals with others in the University and the community while valuing teamwork, participation, and diversity of ideas and perspectives.</i>
	<b>DIVERSITY</b>	<i>Diversity builds a community that fosters a climate that is open and welcoming to diverse people, ideas and perspectives; that promotes a constructive discourse on the nature of diversity; and that engages faculty, staff and students in activities that promote the University's core values.</i>

### **3.4 STRATEGIC INSTITUTIONAL OBJECTIVES (2025–2040)**

*(Aligned with Vision–Mission, NEP 2020, UGC Regulations, and MRDU’s Key Foundational Pillars)*

The Strategic Institutional Objectives of Malla Reddy (MR) Deemed-to-be University articulate the long-term aspirations and targeted outcomes that will guide its evolution over the next 15 years. These objectives integrate academic excellence, research advancement, innovation, global engagement, technology transformation, and societal commitment. They provide a structured direction for phased development and sustained institutional strengthening.

#### **1. Strengthen Academic Excellence and Multidisciplinary Education**

- Implement NEP 2020-aligned flexible, choice-based, multidisciplinary academic frameworks.
- Ensure full integration of Outcome-Based Education (OBE), experiential learning, and skill-based curricula.
- Enhance teaching quality through continuous faculty development and innovative pedagogies.

#### **2. Enhance Research Quality, Innovation, and Knowledge Creation**

- Promote high-impact, multidisciplinary and translational research.
- Establish dedicated research centres, labs, and innovation clusters.
- Increase publications, patents, funded projects, consultancy, and industry-driven research outcomes.

#### **3. Build Robust Industry Collaboration and Entrepreneurship Ecosystems**

- Strengthen linkages with national and international industries for training, internships, curriculum integration, and placements.
- Promote start-up incubation, entrepreneurial culture, and technology-driven innovation.
- Establish Centres of Excellence with industry partners.

#### **4. Expand National and Global Collaborations**

- Forge partnerships with reputed universities, research institutions, and organizations worldwide.
- Facilitate student/faculty exchange, joint research, dual-degree programs, and collaborative projects.
- Build global visibility and institutional reputation.

#### **5. Modernize Infrastructure and Develop a Sustainable Smart Campus**

- Enhance academic, administrative, research, and student-support infrastructure.

- Upgrade laboratories, digital classrooms, computing facilities, and learning resources.
- Develop a green, technologically enabled, accessible, and environmentally sustainable campus.

## **6. Promote Inclusive Student Development and Well-being**

- Strengthen academic advising, mentoring, counselling, and support systems.
- Enhance career guidance, training, placement support, and entrepreneurship development.
- Implement welfare schemes, scholarships, and inclusive practices for equitable growth.

## **7. Foster Faculty Excellence and Academic Leadership Development**

- Recruit, retain, and nurture highly qualified faculty.
- Provide structured opportunities for training, research engagement, and leadership growth.
- Encourage professional certifications, career progression, and performance-linked growth.

## **8. Strengthen Institutional Governance and Quality Assurance Mechanisms**

- Ensure transparent, efficient, and accountable governance aligned with UGC norms.
- Strengthen IQAC for continuous quality improvement, timely audits, and accreditation readiness.
- Implement data-driven decision-making and digital governance systems.

## **9. Promote Digital Transformation and Technology Integration**

- Implement advanced academic and administrative digital platforms (ERP, LMS, e-governance tools).
- Leverage emerging technologies (AI, IoT, data analytics) for pedagogy, research, and operations.
- Enhance digital literacy and technology-enabled teaching-learning.

## **10. Enhance Institutional Branding, Outreach, and Social Engagement**

- Strengthen national and international visibility through branding, publications, outreach, and rankings.
- Promote community engagement, social responsibility, rural development, and societal impact initiatives.
- Position MRDU as a leading institution contributing to sustainable national development.

### **3.5 STRATEGIC PLANNING ALIGNMENT FRAMEWORK**

The Strategic Planning Alignment Framework of Malla Reddy (MR) Deemed to be University ensures that all institutional strategies, programs, and developmental initiatives are systematically aligned with national educational priorities, global benchmarks, and regulatory expectations. This framework provides a structured approach for integrating the University's long-term goals with the requirements of NEP 2020, UGC guidelines, SDGs, NCrf, and relevant quality assurance systems.

#### **A. Alignment with National Education Policy (NEP 2020)**

MRDU's strategic plan is fully aligned with the core principles of NEP 2020, including:

1. **Holistic and Multidisciplinary Education**  
Expansion of multidisciplinary programs, flexible curricula, skill-integration, and credit mobility.
2. **Quality Research and Innovation**  
Establishment of research ecosystems, centres of excellence, and innovation-driven initiatives.
3. **Technology-Driven Transformation**  
Integration of digital learning platforms, academic management systems, and e-governance.
4. **Equity and Inclusion**  
Ensuring accessibility, support systems for diverse learner groups, and inclusive campus policies.
5. **Internationalization of Higher Education**  
Promoting global collaborations, credit transfer, and international student/faculty engagement.

#### **B. Alignment with UGC Regulations and Quality Assurance Frameworks**

MRDU's strategies comply with the following regulatory frameworks:

- UGC Minimum Standards and Quality Regulations
- Deemed to be University Regulations
- UGC Guidelines for IDP Development
- UGC Academic Bank of Credits (ABC) Guidelines
- UGC Norms for Research, Ethics, and Institutional Governance
- NAAC Accreditation Framework
- NIRF Ranking Parameters

This ensures credibility, accountability, and long-term institutional sustainability.

### **C. Alignment with Sustainable Development Goals (SDGs)**

The IDP integrates SDGs to advance MRDU's social and environmental responsibilities:

- SDG 4: Quality Education
- SDG 5: Gender Equality
- SDG 7: Affordable and Clean Energy
- SDG 9: Industry, Innovation & Infrastructure
- SDG 10: Reduced Inequalities
- SDG 17: Partnerships for Goals

Each university initiative is mapped to relevant SDG indicators to ensure global relevance and societal impact.

### **D. Alignment with National Credit Framework (NCrF)**

MRDU integrates NCrF through:

- Structured creditization of all academic components
- Recognition of prior/informal learning where applicable
- Seamless vertical and horizontal mobility
- Flexible learner pathways and multiple entry/exit options

### **E. Alignment with Industry and Employability Requirements**

- Collaboration with industries for curriculum co-design
- Skill-based learning models (ODL, vocational & professional certifications)
- Incubation, entrepreneurship, internships, and practical exposure
- Sector-specific talent development through Centres of Excellence

This alignment ensures graduate employability and industry readiness.

### **F. Alignment with Institutional Values and Strategic Pillars**

All activities in the IDP are aligned with MRDU's ten foundational pillars:

1. Academic Excellence
2. Research and Innovation
3. Collaborations and Networking
4. Industry and Entrepreneurship
5. Infrastructure Development
6. Student Welfare and Engagement
7. Faculty Quality Improvement
8. Inclusive Growth
9. Technology Integration
10. Institutional Branding and Reputation

These pillars collectively guide the long-term roadmap and prioritization of initiatives.

### G. Alignment Through Continuous Monitoring and Review

The alignment framework is operationalized through:

- Key Performance Indicators (KPIs)
- Time-bound milestones
- Annual implementation reviews
- Periodic stakeholders consultations
- Corrective measures and strategic realignment wherever needed

This ensures that the IDP remains dynamic, evidence-based, and responsive to emerging needs.

### 3.6 STRATEGIC ALIGNMENT MATRIX

The following matrix maps MRDU’s Key Foundational Pillars to the corresponding UGC Quality Enabler Domains and NEP 2020 Policy Themes.

This structured alignment ensures that every strategic pillar directly contributes to national developmental goals and regulatory expectations.

#### Strategic Alignment Matrix

MRDU Key Foundational Pillars	Corresponding UGC Quality Enabler Domains	Relevant NEP 2020 Policy Themes
Academic Excellence	Curriculum & Academic Enabler; Governance Enabler	Multidisciplinary Education, Academic Flexibility, CBCS, NCrF Alignment
Research and Innovation	Research & Innovation Enabler	Innovation Ecosystem, Research Funding, Intellectual Property, R&D Infrastructure
Collaborations and Networking	Governance Enabler; Student Enabler	Internationalization, Academic Collaborations, Joint Degrees, Faculty/Student Exchange
Industry and Entrepreneurship	Curriculum Enabler; Financial/Resource Enabler	Experiential Learning, Skill Development, Internships, Incubation, Start-ups
Infrastructure Development and Modernization	Infrastructure & Learning Resources	Green Campus, ICT Integration, Modern Laboratories, Smart Classrooms

<b>Student Welfare and Engagement</b>	Student Enabler	Holistic Student Development, Well-being, Inclusion, Counselling, Career Support
<b>Faculty Quality Improvement</b>	Faculty Enabler	Teacher Development, Pedagogy Innovation, Continuous Professional Development
<b>Inclusive Growth and Development</b>	Governance Enabler	Equity, Access, Diversity, NEP Social Inclusion Mandate
<b>Technology Integration and Transformation</b>	Technology & Digital Enabler	Digital University Model, Online & Blended Learning, EdTech Adoption
<b>Institutional Branding and Reputation</b>	Governance Enabler; Financial/Resource Enabler	National & Global Rankings, Accreditation, Visibility, Public Engagement

### **3.7 MAPPING MRDU'S KEY PILLARS TO THE 15-YEAR INSTITUTIONAL VISION**

The 15-year Institutional Vision of MRDU outlines its long-term aspirations to evolve into a nationally and globally recognized center of excellence in multidisciplinary education, high-impact research, innovation, entrepreneurship, societal engagement, and digital transformation.

To translate this vision into actionable pathways, the University's Key Foundational Pillars have been aligned with the phased development strategy covering the periods:

- **Phase I: Institutional Development and Establishment (Years 1–5)**
- **Phase II: Growth and Consolidation (Years 6–10)**
- **Phase III: Excellence and Global Leadership (Years 11–15)**

The mapping serves as a strategic bridge between long-term aspirations and operational initiatives, ensuring that every pillar contributes to MRDU's transformation agenda.

## PHASE-WISE MAPPING OF KEY PILLARS TO THE 15-YEAR VISION

<b>MRDU Key Foundational Pillars</b>	<b>Phase I Institutional Development (Years 1–5)</b>	<b>Phase II Growth &amp; Consolidation (Years 6–10)</b>	<b>Phase III Excellence &amp; Global Leadership (Years 11–15)</b>	<b>Expected Strategic Outcomes</b>
<b>Academic Excellence</b>	<i>Curriculum restructuring, CBCS implementation, foundational program strengthening, introduction of academic regulations</i>	<i>Program diversification, multidisciplinary expansion, experiential learning integration, curriculum benchmarking with national standards</i>	<i>Mature multidisciplinary ecosystem, global curriculum alignment, academic innovation leadership</i>	<i>Competency-based curriculum, flexible learning pathways, enhanced learning outcomes, national-level recognition</i>
<b>Research and Innovation</b>	<i>Basic research culture initiation, faculty orientation to research, seed grants, research policies</i>	<i>Establishment of research centers, funded projects, patents, high-impact publications</i>	<i>Global research leadership, translational research, international R&amp;D collaborations</i>	<i>Research centers of excellence, funded projects, patents, publications, translational research</i>
<b>Collaborations and Networking</b>	<i>Initial MoUs with industries and institutions, academic networking</i>	<i>National and international partnerships, student/faculty mobility programs</i>	<i>Global alliances, joint degrees, international centers of collaboration</i>	<i>Joint degree programs, faculty/student mobility, collaborative research engagements</i>
<b>Industry and Entrepreneurship</b>	<i>Establishment of Placement Cell &amp; Industry Advisory Boards, internship structure</i>	<i>Incubation centers, industry-led courses, entrepreneurship training</i>	<i>Innovation parks, start-up ecosystem leadership, national-level entrepreneurial impact</i>	<i>Incubation/start-up ecosystem, industry-led programs, enhanced employability and internships</i>
<b>Infrastructure Development and Modernization</b>	<i>Construction of academic blocks, labs, basic hostels, phase-I ICT infrastructure</i>	<i>Expansion of research infrastructure, digital classrooms, upgraded labs</i>	<i>World-class facilities, smart campus, sustainability-driven infrastructure</i>	<i>Smart classrooms, advanced laboratories, green campus initiatives, world-class facilities</i>

<b>Student Welfare and Engagement</b>	<i>Orientation programs, counselling units, basic student services</i>	<i>Holistic student support, leadership programs, extracurricular and co-curricular ecosystem</i>	<i>Global student community, advanced career services, student leadership excellence</i>	<i>Counselling, career services, student clubs, extracurricular excellence, leadership development</i>
<b>Faculty Quality Improvement</b>	<i>Faculty recruitment, induction programs, foundational FDPs</i>	<i>Advanced pedagogical training, research capacity building, professional certification</i>	<i>Global faculty exchanges, international teaching practices, academic leadership development</i>	<i>FDPs, pedagogical reforms, faculty research incentives, continuous upskilling</i>
<b>Inclusive Growth and Development</b>	<i>Establishment of inclusion policies, scholarships, anti-discrimination measures</i>	<i>Community engagement programs, gender equity programs, social outreach</i>	<i>National model for inclusivity, major social impact initiatives</i>	<i>Inclusion policies, scholarships, outreach initiatives, gender equity programs</i>
<b>Technology Integration and Transformation</b>	<i>Implementation of LMS, MIS, campus networking, digital governance basics</i>	<i>EdTech, blended learning expansion, automation of academic &amp; administrative processes</i>	<i>AI-enabled digital campus, virtual university ecosystem, complete digital governance</i>	<i>ICT-based learning, automation, LMS, MIS, digital governance, blended learning</i>
<b>Institutional Branding and Reputation</b>	<i>Foundational visibility, regulatory compliance, basic rankings participation</i>	<i>National-level rankings, accreditation strengthening, media visibility</i>	<i>Global ranking achievements, international reputation, strong public and industry perception</i>	<i>Ranking and accreditation improvement, public visibility, stakeholder engagement</i>

### **3.8 SUMMARY**

This section establishes the strategic foundations that define the long-term direction, priorities, and developmental philosophy of Malla Reddy (MR) Deemed to be University (MRDU). It synthesizes the institutional aspirations of MRDU with national mandates such as NEP 2020, UGC regulations, and the UGC Institutional Development Plan (IDP) framework. The section articulates the University's fifteen-year strategic vision, outlines the key foundational pillars that guide academic, administrative, research, and societal initiatives, and aligns these pillars with national education priorities. It further presents the institutional objectives for 2025–2040, the alignment framework that connects MRDU's pillars with UGC enablers, and the phase-wise roadmap for institutional development across three growth stages viz, Years 1–5, 6–10, and 11–15. Collectively, this section provides the strategic bedrock upon which all future policies, programs, and developmental activities of MRDU will be planned, executed, and evaluated.

# **SITUATIONAL AND ENVIRONMENTAL ANALYSIS**

## 4.0 SITUATIONAL AND ENVIRONMENTAL ANALYSIS

### 4.1 BACKGROUND

The preparation of MRDU's Institutional Development Plan (2025–2040) followed a comprehensive consultative approach ensuring alignment with UGC–NEP 2020 mandates, institutional priorities, and stakeholder expectations.

The IQAC spearheaded the strategic planning process in coordination with the IDP Steering Committee, comprising Deans, HoDs, administrative heads, alumni, and industry partners.

### 4.2 METHODOLOGY ADOPTED

The methodology adopted for the preparation of this IDP is grounded in globally recognized and nationally endorsed strategic planning practices. MRDU has adopted a **structured five stage process** comprising Situational and Environmental Analysis, Stakeholder Consultation, SWOC Analysis, Strategy Formulation and Validation and Approval. This approach is consistent with the quality assurance expectations of UGC NAAC and NEP 2020 and IQAC based institutional planning models. By organizing the planning exercise into clear stages MRDU ensures systematic data driven analysis participatory decision-making transparent prioritization of institutional goals and verifiable implementation pathways. This methodological framework thus fully complements UGC requirements and provides a coherent basis for developing a long-term strategic plan that is realistic context sensitive and aligned with the University's vision mission and aspirations.

Stage	Description	Outcome
<b>Stage 1: Situational and Environmental Analysis</b>	Review internal performance and external environment (including PESTLE); Review of national policies (NEP 2020, NHEQF, UGC IDP Guidelines) and institutional data.	Identification of key development thrusts and compliance needs.
<b>Stage 2: Stakeholder Consultation</b>	Inputs from management, faculty, students, alumni, industry, and government representatives through workshops and focus groups.	Consensus on strategic priorities and thematic areas.
<b>Stage 3: SWOC Analysis</b>	Comprehensive institutional audit (academic, administrative, financial, research).	Clear understanding of strengths, weaknesses, opportunities, and threats.
<b>Stage 4: Strategy Formulation</b>	Drafting goals, enablers, KPIs, and action plans aligned to UGC eight enabler domains.	Institutional strategies for short-, mid-, and long-term horizons.
<b>Stage 5: Validation and Approval</b>	Vetting by IQAC, approval by Board of Management, and notification to all units.	Adoption of final IDP and integration into annual planning cycle.

## 4.3 PARTICIPATORY PLANNING FRAMEWORK

MRDU's planning process adopted a **bottom-up and top-down integration** model:

- Departments developed School-level strategic inputs.
- IQAC consolidated them into thematic institutional goals.
- Governing Body finalized macro strategies and funding priorities.
- Implementation responsibility cascades to Schools, Centers, and administrative units through the annual Institutional Performance Review (IPR).

Each enabler domain includes clearly defined **Key Performance Indicators (KPIs)**, with baseline and target values for 2025–2040.

Progress is tracked through the **ERP-based IDP Monitoring Dashboard**, managed by IQAC.

## 4.4 SITUATIONAL ANALYSIS

### 4.4.1 Context of Situational Analysis

The situational analysis of MRDU is grounded in a critical appraisal of its academic, administrative, research, and community engagement dimensions, mapped against the emerging national higher education landscape shaped by the National Education Policy (NEP) 2020 and UGC Institutional Development Plan (IDP) Guidelines (2024).

This analysis synthesizes internal institutional data (IQAC, Audit Reports, NAAC Self-Study Reports, NIRF submissions, and DPR baselines) with external environmental factors (regulatory trends, technology evolution, socio-economic demands, and global higher education shifts).

The process followed a Situational and Environmental Analysis approach, Stage 1 of MRDU's Strategic Planning Cycle, conducted through consultations with faculty, students, alumni, employers, and external experts during 2024–25.

### 4.4.2 Internal Environment Analysis

#### A. Academic Strengths

- NAAC A++ accredited institution (CGPA 3.52, Cycle III, 2022), recognized for quality academic governance.
- A strong faculty base of 425 members, including 150+ Ph.D. holders.
- Integration of Choice-Based Credit System (CBCS) and Academic Bank of Credits (ABC).
- Launch of multidisciplinary programs across engineering, sciences, management, and allied health.
- Well-established Outcome-Based Education (OBE) and continuous assessment framework.
- Strong placement network with over 100 recruiting industries annually.

## **B. Research and Innovation Strengths**

- Over 1300 research publications, with increasing Scopus-indexed outputs.
- 650+ patents filed/granted.
- Research and incubation ecosystem comprising CoEs, IIC, BIC, and IPR Cell.
- Average annual research funding of ₹2 Crores (past 5 years).
- Multiple start-ups supported through MSME and IIC schemes.

## **C. Governance and Administrative Strengths**

- Established and functional statutory bodies (Board of Management, Academic Council, Boards of Studies, Finance Committee).
- IQAC operational for continuous quality monitoring and accreditation readiness.
- ERP-integrated digital governance system in finance, HR, and academics.
- Transparent and participative decision-making culture.

## **D. Physical and Digital Infrastructure**

- 37.5-acre modern campus with 42,952 sq.m. built-up area.
- Smart classrooms, advanced laboratories, research centers, and green initiatives.
- Solar PV plant, Sewage Treatment Plant (STP), and Rainwater Harvesting System.
- 100% digital library access with 9,962 e-journals and 5,485 e-books.
- University ERP, LMS, and online examination platform integrated.

### **4.4.3 External Environment Analysis**

#### **A. Policy and Regulatory Framework**

- NEP 2020 emphasizing multidisciplinary education, research, internationalization, and student-centric transformation.
- UGC, AICTE, National Commission for Colleges of Education (NCCE), and other regulatory bodies driving OBE, digital learning, quality assurance, accreditation, and governance reforms.
- National Credit Framework (NCrF) encouraging flexible mobility and integrated skill pathways.

#### **B. Socio-economic and Demographic Factors**

- Increasing demand for quality higher education in Telangana and across India.
- High competition among private universities and engineering institutions.
- Emergence of non-traditional learners and demand for online/blended programs.

#### **C. Industry and Employability Trends**

- Rapid technological disruptions (AI, IoT, AR/VR, automation).
- Industry prefers for skilled, job-ready graduates.
- Expectation for internships, apprenticeships, and skill-integrated programmes.

#### **D. Global Higher Education Trends**

- International collaborations, student mobility, and joint programs gaining prominence.

- Increasing expectations for global rankings, accreditation, and transnational education.
- Growing emphasis on sustainability, green campuses, and SDG-driven institutional practices.

#### **4.5 KEY STRATEGIC INSIGHTS FROM THE SITUATIONAL ANALYSIS**

- MRDU is well-positioned for accelerated growth but must strengthen research capacity, global engagement, and industry integration.
- Enhancing digital capability and building a strong innovation ecosystem will be essential for future competitiveness.
- Institutional governance, quality assurance mechanisms, and stakeholder participation need greater consolidation.
- Strategic investment in faculty development, infrastructure modernization, and resource mobilization will determine long-term success.

The situational and environmental analysis provides a clear understanding of MRDU's strengths, developmental needs, and emerging opportunities. This assessment serves as the baseline for formulating the University's long-term strategic vision and the Institutional Development Plan (IDP) for 2025–2040.

## 4.6 SWOC ANALYSIS

*A comprehensive SWOC (Strengths, Weaknesses, Opportunities, Challenges) analysis helps MRDU understand its current institutional position, identify areas for improvement, and leverage emerging opportunities for long-term growth. This analysis integrates insights from internal assessments, stakeholder consultations, regulatory trends, and the broader higher education landscape.*

Strengths (S)	Weaknesses (W)
Strong leadership, visionary governance, and proactive administrative systems.	Limited number of high-impact research publications and externally funded projects.
NAAC A++ Accreditation and multiple NBA accredited programs.	Need for stronger global collaborations and international exposure for students and faculty.
Qualified and committed faculty with growing research interest.	Insufficient central research facilities and advanced equipment for interdisciplinary research.
Established industry collaborations and MoUs for training, internships, and skilling.	Limited institutional visibility at national and global ranking platforms.
Active IQAC, R&D Cell, Incubation Centre, and IPR Cell fostering innovation culture.	Global collaborations and foreign faculty exchange still in nascent stage.
Strong focus on outcome-based education, continuous assessment, and student engagement.	Student diversity limited to specific geographical regions; low international student presence.
Robust student support systems, including mentoring, counselling, training, and placements.	Infrastructure expansion and hostel capacity enhancement needed.
A well-developed campus with modern laboratories, ICT facilities, and digital infrastructure.	Need for digitization of administrative workflows and advanced MIS integration.
Opportunities (O)	Challenges (C)
NEP 2020's push for multidisciplinary education, academic flexibility, and global mobility.	Increasing competition from new private universities in Telangana and South India.
Availability of national funding schemes (DST, SERB, AICTE, MSME, DRDO, DBT).	Policy and regulatory changes impacting Deemed University norms.
Growing demand for AI, Data Science, EV, and Green Energy programs.	Global student mobility disruptions (post-pandemic scenario).
Potential for industry-integrated programs, apprenticeships, and start-up incubation.	Rapid technological changes requiring continuous curriculum updates and faculty reskilling.
Expansion opportunities in online/blended learning, professional certifications, and lifelong learning.	Increasing accreditation and compliance requirements (NAAC, NIRF, NBA, UGC, AICTE).
Rising interest in green campus initiatives, SDG alignment, and sustainability education.	Resource constraints in expanding infrastructure and research facilities at the pace of growth.
Growing demand for high-quality technical and professional education in India.	Attracting high-quality faculty in niche and emerging domains.
Increasing scope for international partnerships, dual degrees, and collaborative research.	Ensuring equitable student access, mental well-being, and holistic development.

## 4.7 INSTITUTIONAL CHALLENGES IDENTIFIED

*(Aligned with MRDU's 10 Key Foundational Pillars)*

Based on the SWOC analysis, the following challenges are recognized as priority areas for strategic action:

S.No	Key Foundational Pillar	Institutional Challenges (2025–2040)
1	<b>Academic Excellence</b>	<ul style="list-style-type: none"> <li>• <i>Integrating NEP 2020 reforms (CBCS, ABC, multidisciplinary, NHEQF).</i></li> <li>• <i>Curriculum renewal and inclusion of IKS &amp; skill-based modules</i></li> <li>• <i>Strengthening outcome-based education and assessment reforms.</i></li> <li>• <i>Enhancing student learning outcomes through blended pedagogies.</i></li> </ul>
2	<b>Excellence in Research and Innovation</b>	<ul style="list-style-type: none"> <li>• <i>Expanding externally funded projects and interdisciplinary research.</i></li> <li>• <i>Limited post-doctoral and full-time research scholars.</i></li> <li>• <i>Need for additional Centers of Excellence and patent commercialization.</i></li> <li>• <i>Building a culture of innovation across all schools.</i></li> </ul>
3	<b>Collaborations and Networking</b>	<ul style="list-style-type: none"> <li>• <i>Limited international MoUs and joint programs.</i></li> <li>• <i>Insufficient visibility in global research networks.</i></li> <li>• <i>Need for systematic academic–industry and inter-university linkages.</i></li> </ul>
4	<b>Industry and Entrepreneurship</b>	<ul style="list-style-type: none"> <li>• <i>Need for deeper industry immersion in curriculum and internships.</i></li> <li>• <i>Strengthening start-up incubation and tech-transfer mechanisms.</i></li> <li>• <i>Expanding corporate training and consultancy verticals.</i></li> </ul>
5	<b>Infrastructure Development and Modernization</b>	<ul style="list-style-type: none"> <li>• <i>Need for expansion of hostels, research labs, and innovation spaces.</i></li> <li>• <i>Upgrading to a smart, green, and sustainable campus.</i></li> <li>• <i>Space optimization for new Schools (Law, Agricultural &amp; Environmental Studies).</i></li> </ul>
6	<b>Student Welfare and Engagement</b>	<ul style="list-style-type: none"> <li>• <i>Enhancing mentorship, counseling, and student leadership programs.</i></li> </ul>

		<ul style="list-style-type: none"> <li>Expanding scholarships, internships, and international mobility.</li> <li>Creating platforms for holistic development and community engagement.</li> </ul>
7	<b>Faculty Quality Improvement</b>	<ul style="list-style-type: none"> <li>Recruiting additional PhD-qualified faculty.</li> <li>Increasing faculty research output and exposure.</li> <li>Enhancing FDPs, sabbaticals, and recognition frameworks.</li> </ul>
8	<b>Inclusive Growth and Development</b>	<ul style="list-style-type: none"> <li>Mainstreaming gender equality, social equity, and accessibility.</li> <li>Increasing participation from rural, disadvantaged, and PwD students.</li> <li>Expanding outreach and social responsibility initiatives.</li> </ul>
9	<b>Technology Integration and Transformation</b>	<ul style="list-style-type: none"> <li>Upgrading ERP, LMS, and cybersecurity.</li> <li>Developing data-driven decision support systems.</li> <li>Promoting digital literacy among faculty and students.</li> </ul>
10	<b>Institutional Branding and Reputation</b>	<ul style="list-style-type: none"> <li>Enhancing visibility in NIRF and global rankings.</li> <li>Strengthening media, outreach, and alumni engagement.</li> <li>Building MRDU as a nationally reputed, globally recognized brand.</li> </ul>

## 4.8 STRATEGIC IMPLICATIONS OF THE SWOC

(Mapped to MRDU Pillars and UGC Enabler Domains)

The SWOT analysis provides the basis for strategic focus under the **Eight UGC Enabler Domains**:

S.No	Foundational Pillar	Strategic Implications / Priority Actions	Mapped UGC Enabler Domain(s)
1	<b>Academic Excellence</b>	<ul style="list-style-type: none"> <li>Redesign curricula under NEP 2020.</li> <li>Introduce multidisciplinary minors and ABC integration.</li> <li>Strengthen Outcome-Based Education, curriculum autonomy, and pedagogical innovation.</li> </ul>	Academic Enabler
2	<b>Excellence in Research and Innovation</b>	<ul style="list-style-type: none"> <li>Establish new CoEs and thematic research clusters.</li> </ul>	Research & Innovation Enabler

		<ul style="list-style-type: none"> <li>• Promote funded research, patents, and start-ups.</li> <li>• Incentivize faculty publications and collaborations.</li> </ul>	
3	<b>Collaborations and Networking</b>	<ul style="list-style-type: none"> <li>• Sign long-term MoUs with foreign and national institutions.</li> <li>• Join global academic alliances (QS I-GAUGE, INFLIBNET, IIC).</li> <li>• Establish an International Affairs Cell.</li> </ul>	Networking & Collaboration Enabler
4	<b>Industry and Entrepreneurship</b>	<ul style="list-style-type: none"> <li>• Strengthen Industry–Academia Board.</li> <li>• Integrate internships, live projects, and apprenticeships.</li> <li>• Expand BIC and TBI units with MSME / AICTE support.</li> </ul>	Networking & Research Enabler
5	<b>Infrastructure Development and Modernization</b>	<ul style="list-style-type: none"> <li>• Implement 10-Year Campus Master Plan.</li> <li>• Create integrated learning commons and modern hostels.</li> <li>• Ensure 100 % renewable-energy campus certification.</li> </ul>	Physical Enabler
6	<b>Student Welfare and Engagement</b>	<ul style="list-style-type: none"> <li>• Establish Student Wellness Centre and Career Guidance Cell.</li> <li>• Promote student clubs, NSS/NCC, and community engagement.</li> <li>• Introduce global exposure programs and alumni mentoring.</li> </ul>	Governance & Human Resource Enablers
7	<b>Faculty Quality Improvement</b>	<ul style="list-style-type: none"> <li>• Implement faculty performance and mentorship framework.</li> <li>• Launch annual FDP series and research incentives.</li> <li>• Establish Faculty Development and Innovation Academy.</li> </ul>	Human Resource Enabler
8	<b>Inclusive Growth and Development</b>	<ul style="list-style-type: none"> <li>• Adopt Diversity &amp; Equity Policy 2025.</li> <li>• Introduce outreach programs for rural / first-generation learners.</li> <li>• Strengthen gender and disability inclusion facilities.</li> </ul>	Governance & Academic Enablers
9	<b>Technology Integration and Transformation</b>	<ul style="list-style-type: none"> <li>• Deploy AI-based ERP and smart-campus IoT systems.</li> <li>• Expand blended learning, online courses, and MOOCs.</li> </ul>	Digital Enabler

		<ul style="list-style-type: none"> <li>• Integrate cybersecurity and digital literacy training.</li> </ul>	
10	<b>Institutional Branding and Reputation</b>	<ul style="list-style-type: none"> <li>• Establish Office of Institutional Advancement.</li> <li>• Strengthen rankings, media visibility, and alumni network.</li> <li>• Host international conferences and knowledge festivals.</li> </ul>	Governance & Networking Enablers

## 4.9 SUMMARY

The situational and environmental analysis provides a clear evidence base for the IDP. The findings validate MRDU’s readiness to scale into a multidisciplinary, research-oriented university while also highlighting critical gaps that must be addressed early (research infrastructure, faculty quality, digital maturity and resource mobilisation). The strategic implications above feed directly into the institutional priorities and pillar-wise action plans in subsequent sections of this IDP.

**COMPREHENSIVE INSTITUTIONAL  
DEVELOPMENT BLUEPRINT FOR KEY  
FOUNDATIONAL PILLARS**

## 5.0 COMPREHENSIVE INSTITUTIONAL DEVELOPMENT BLUEPRINT FOR KEY FOUNDATIONAL PILLARS

This section presents the core structure of the Institutional Development Plan (IDP) of MRDU for the planning period 2025–2040. These sections are organized around **Ten Key Foundational Pillars** that collectively reflect the University’s strategic priorities in alignment with the **University Grants Commission (UGC) Institutional Development Plan Guidelines (2024)** and the **National Education Policy (NEP) 2020**.

Each Foundational Pillar represents a *thematic area of institutional growth and transformation*, encompassing Academic, Research, Administrative, and Societal dimensions. The pillars are designed to reinforce one another, ensuring that MRDU achieves sustained excellence, innovation, and inclusivity in all spheres of higher education.

Every Pillar is systematically structured under the following standardized subsections:

- **Strategic and Policy Framework** – Contextual alignment with UGC, NEP 2020, and institutional vision;
- **Strategic Objectives** – Core goals and intended outcomes;
- **Implementation Plan** – Phased roadmap and initiatives (Foundation, Expansion, Excellence phases);
- Key Performance Indicators (KPIs), Strategic Initiatives, NEP Integration, Alignment Tables and Expected Outcomes.

This framework ensures uniformity, traceability, and accountability across all developmental domains, enabling MRDU to monitor progress, measure impact, and realign strategies dynamically through its **Strategic Planning Committee (SPC)** and **Internal Quality Assurance Cell (IQAC)**.



## 5.1 ACADEMIC EXCELLENCE

### A. STRATEGIC AND POLICY FRAMEWORK

Academics lie at the core of any academic institution. Both nationally and globally, the educational landscape is swiftly evolving, marked by technological advances that blur the lines between traditional specializations. There's a growing shift towards interdisciplinary education, training, and research. Most technological and industrial innovations now combine traditional engineering with frontier technologies such as Artificial Intelligence applications, IoT, Robotics, Embedded Systems, gaming, and bio-engineering. Recognizing this, the institution in its pursuit of 'deemed to be university' status, seeks to spearhead training, research, and innovation in these interdisciplinary domains.

The emphasis is on transforming academic structures to comply with NEP 2020's holistic, flexible education paradigm while ensuring adherence to NHEQF level descriptors (5 to 10) and UGC quality benchmarks. Academic excellence at MRDU is envisioned as a continuous process of curriculum renewal, pedagogical innovation, learner engagement, and performance measurement.

#### **Alignment References**

- **NEP 2020** : *Sections 10.1 – 11.6 (Multidisciplinary & Holistic Education)*
- **UGC IDP Guidelines 2024** : *Enabler Domain 3 – Academic Excellence*
- **NHEQF 2023** : *Outcome-based learning level descriptors for higher education*

### B. STRATEGIC OBJECTIVES

To achieve academic excellence, MRDU will implement the following strategies in various phases in the Next 15 Years.

1. Implement a flexible, multidisciplinary, outcome-based curriculum framework mapped to NHEQF levels 4.5 – 8 with Academic Bank of Credits (ABC) integration.
2. Promote project-based, experiential, and technology-enhanced learning through hybrid pedagogy, AI-enabled learning analytics, and virtual labs.
3. Introduce continuous and comprehensive evaluation focusing on higher-order skills, critical thinking, creativity, and problem solving.
4. Establish collaborations with the UGC-IKS Division, AICTE IKS Cell, and national IKS research centres.
5. Create elective and value-added courses related to IKS, Indian ethics, Indian logic, classical sciences, art, culture, and sustainability.
6. Creditize internships, community engagement, and value-added courses to strengthen life skills and professional readiness.
7. Periodically review MRDU curricula against top 200 global programs to ensure competitiveness and international equivalence.

### C. IMPLEMENTATION PLAN (Phased Roadmap 2025 – 2040)

Phase	Duration	Strategic Focus & Major Initiatives
<b>Phase I – Foundation</b>	2025 – 2030	<ul style="list-style-type: none"> <li>• Introduce NEP-compliant flexible curricula under CBCS 2.0 and ABC.</li> <li>• Create School-wise Boards of Studies and Academic Reform Cells.</li> <li>• Develop 20 interdisciplinary electives &amp; 10 value-added courses.</li> <li>• Train 100 % faculty on OBE and Bloom’s taxonomy.</li> <li>• Introduce value-added courses on IKS (3–4 credits).</li> <li>• Curriculum mapping of IKS elements in Engineering, Sciences, and Humanities.</li> </ul>
<b>Phase II – Expansion</b>	2031 – 2035	<ul style="list-style-type: none"> <li>• Establish Academic Innovation and Curriculum Reform Centre (AICRC).</li> <li>• Introduce multiple entry-exit system and credit transfer mechanism.</li> <li>• Integrate vocational modules with Sector Skill Councils.</li> <li>• Launch interdisciplinary dual-degree/minor programs.</li> <li>• Establish an MRDU Centre for Indian Knowledge Systems &amp; Sustainable Practices</li> <li>• Develop interdisciplinary electives bridging IKS with modern engineering, sciences, environmental studies, and management.</li> </ul>
<b>Phase III – Excellence</b>	2036 – 2040	<ul style="list-style-type: none"> <li>• Attain international curriculum benchmarking (QS I·GAUGE Diamond).</li> <li>• Institutionalize AI-based personalized learning dashboards.</li> <li>• Achieve <math>\geq 90</math> % courses with experiential components.</li> <li>• Implement joint degrees and credit recognition with foreign universities.</li> <li>• Offer full-fledged minor degree in Indian Knowledge Systems.</li> <li>• Host national-level conferences and publish research in IKS areas.</li> </ul>

By following this phased approach, MRDU can effectively implement its academic excellence strategy and achieve its goals of providing a high-quality education that prepares students for success in a globalized world.

#### **D. KEY PERFORMANCE INDICATORS (KPIs)**

<b>Focus Area</b>	<b>Indicator</b>	<b>Baseline (2024-25)</b>	<b>Target 2030</b>	<b>Target 2035</b>	<b>Target 2040</b>	<b>Responsible Unit</b>
<b>Curriculum Renewal</b>	% of programs revised under NEP/NHEQF framework	20 %	80 %	100 %	100 % (Continuous Review)	Deans / BoS / IQAC
	Courses with IKS components	-	10	20	35	
<b>Academic Flexibility</b>	Courses offered under ABC	0	60	90	120	Academic Innovation Cell
<b>Pedagogical Training</b>	Faculty trained in OBE & ICT pedagogy	65 %	90 %	100 %	100 %	FDP Centre / IQAC
	Faculty trained in IKS integration	-	50%	75%	100 %	
<b>Experiential Learning</b>	Courses with project/internship component	20 %	50 %	70 %	90 %	Academic Council
<b>Global Benchmarking</b>	Programs benchmarked with foreign universities	0	15	25	35	Dean (Academics) / IQAC
<b>Student Learning Outcomes</b>	Graduate Outcome Attainment (GOA) Score	1.8 / 3	2.3 / 3	2.5 / 3	2.7 / 3	OBE Cell / Departments

#### **E. NEP 2020 and NHEQF INTEGRATION**

- Adoption of Academic Bank of Credits (ABC) by 2026 for seamless mobility.
- Implementation of Multiple Entry–Exit System across UG/PG programs by 2027.
- Continuous mapping of Course Outcomes (COs) to Program Outcomes (POs) and NHEQF Levels.
- Establishment of Centre for Curriculum Reform & Academic Innovation (AICRC) by 2028.
- Integration of Vocational and Skill Modules aligned to NSQF and industry needs.
- Annual Curriculum Audit and Review Mechanism through IQAC and Academic Council.

## **F. EXPECTED OUTCOMES**

- All programs (100 %) aligned with NEP 2020, NHEQF, and global benchmark standards.
- MRDU recognized nationally for academic innovation and flexibility.
- At least five interdisciplinary degree programs introduced and sustained.
- Achieve Graduate Outcome Attainment  $\geq 2.7/3$  across disciplines.
- Attain international recognition for academic quality through ranking and benchmark certifications.
- Fully institutionalized learning analytics and digital curriculum monitoring system.



## 5.2 EXCELLENCE IN RESEARCH AND INNOVATION

### A. STRATEGIC AND POLICY FRAMEWORK

Research and Innovation represent the core intellectual engine driving MRDU's transformation from a teaching-oriented institution to a research-intensive Deemed-to-be University. MRDU is committed to high quality research and innovation. In order to facilitate research activities, MRDU will develop a well drafted Research Policy to guide, encourage, fund, support and monitor core and interdisciplinary research. Institutions and individuals are encouraged to achieve and sustain research excellence.

The Institutional Development Plan (2025–2040) envisions MRDU as a recognized hub for applied, interdisciplinary, and translational research, contributing meaningfully to India's socio-economic development, industrial innovation, and global scientific advancement.

The University's research philosophy is rooted in NEP 2020's emphasis on fostering a vibrant research culture, critical inquiry, and knowledge creation, ensuring that every academic activity leads to innovation and social impact.

#### Alignment References

- **NEP 2020:** *Clauses 10.6–10.10, 11.12, 17.9, and 23.4, which emphasize strengthening research culture, innovation ecosystems, NRF-led research support, student research opportunities, and global knowledge collaboration.*
- **UGC-IDP Guidelines (2024):** *Enabler Domain 4 – Research and Innovation*
- **National Research Foundation (NRF)** *Vision Document*
- **Atal Innovation Mission (AIM)** and **MHRD IIC Framework**

### B. STRATEGIC OBJECTIVES

1. To promote a culture of inquiry and discovery across all disciplines through research-driven curricula and faculty engagement.
2. To strengthen institutional research infrastructure with state-of-the-art laboratories, Centres of Excellence (CoEs), and collaborative research clusters.
3. To expand external research funding and industry linkages under national and international grant schemes.
4. To enhance innovation and intellectual property creation through systematic patent facilitation, incubation, and technology transfer.
5. To establish MRDU as a Centre for Applied and Translational Research in engineering, renewable energy, healthcare, and digital systems.
6. To mentor students in research methodology and innovation, ensuring early exposure to research practices through project-based learning and hackathons.

### C. IMPLEMENTATION PLAN (Phased Roadmap: 2025 – 2040)

Phase	Duration	Strategic Focus & Major Initiatives
<b>Phase I – Foundation</b>	2025 – 2030	<ul style="list-style-type: none"> <li>Strengthen Research &amp; Development (R&amp;D) Cell into a Directorate of Research &amp; Innovation (DRI).</li> <li>Launch Doctoral Research Fellowships and Post-Doctoral programs.</li> <li>Establish three new Centres of Excellence (AI &amp; Data Science, Renewable Energy Systems, Health Technology).</li> <li>Formulate Research Promotion Policy and IPR Policy.</li> <li>Set up Seed Grant Scheme for faculty research.</li> </ul>
<b>Phase II – Expansion</b>	2031 – 2035	<ul style="list-style-type: none"> <li>Enhance externally funded projects through DST, SERB, UGC, DBT, AICTE, and Industry.</li> <li>Strengthen the Business Incubation Centre (BIC) and MSME-supported TBI.</li> <li>Create interdisciplinary research clusters and consortium projects.</li> </ul>
<b>Phase III – Excellence</b>	2036 – 2040	<ul style="list-style-type: none"> <li>Establish MRDU Research Park and Innovation Corridor.</li> <li>File <math>\geq 1000</math> patents and commercialize <math>\geq 25</math> technologies.</li> <li>Build global research partnerships with at least 10 foreign universities.</li> <li>Attain recognition as a Category-1 Research University under UGC norms.</li> </ul>

### D. RESEARCH AND INNOVATION ECOSYSTEM COMPONENTS

The following centres / cells will be responsible for Research and Innovation activities.

- Directorate of Research & Innovation (DRI):** Central coordinating body for research governance, policy framing, and funding.
- Intellectual Property Rights (IPR) Cell:** Facilitates patent filing, licensing, and awareness programs.
- Business Incubation Centre (BIC):** Provides seed support, mentoring, and industry partnership facilitation for start-ups.

4. **Institution's Innovation Council (IIC):** Promotes ideation, student innovation challenges, and entrepreneurship cells.
5. **Centres of Excellence (CoEs):** Thematic centers in Renewable Energy, Artificial Intelligence, VLSI Systems, EV Technologies, Health Technology, and Sustainability.
6. **Collaborative Research Clusters:** Joint research initiatives with IITs, NITs, R&D organizations, and international institutions.

#### **E. KEY PERFORMANCE INDICATORS (KPIs)**

<b>Focus Area</b>	<b>Indicator</b>	<b>Baseline (2024–25)</b>	<b>Target 2030</b>	<b>Target 2035</b>	<b>Target 2040</b>	<b>Responsible Unit</b>
<b>Research Output</b>	No. of Research Publications (Scopus/SCI)	520 / year	800	1100	1500	Directorate of Research & Innovation
<b>Research Funding</b>	External Grant Mobilization (₹ in Crores)	5.64	8	15	30	Research & Finance Committee
<b>Centres of Excellence</b>	Number Established	1	5	7	10	DRI / Deans
<b>IPR &amp; Patents</b>	Patents Filed / Granted	648 / 13	900/ 30	1100 / 60	1500 / 80	IPR Cell
<b>Start-ups Incubated</b>	Number of Registered Start-ups	32	50+	90+	100+	BIC / IIC
<b>Collaborative Research</b>	MoUs with Research Institutions	16	10	15	25	Dean (Research)

#### **F. NEP 2020 AND NATIONAL RESEARCH FRAMEWORK INTEGRATION**

- Integration of research-based learning at UG and PG levels (NEP Clause 11.10 & 11.12).
- Establishment of Research and Innovation Councils in each School by 2026.
- Implementation of Faculty Research Incentive Scheme tied to Scopus-indexed publications and funded projects.
- Participation in National Research Foundation (NRF) Funding Programs from 2028.
- Creation of Interdisciplinary Doctoral Programs in emerging areas (AI, EV, Health-Tech).

- Development of Research Data Repository and Ethics Policy for open science compliance.

## **G. INNOVATION AND ENTREPRENEURSHIP INTEGRATION**

MRDU will ensure that innovation outcomes are not confined to laboratories but translated into societal and commercial value.

### **Key actions include:**

- Expanding MRDU Business Incubation Centre (BIC) with DST/DBT and MSME linkages.
- Hosting annual Innovation and Start-up Fests to showcase student prototypes.
- Building an Innovation Fund (₹10 crore corpus by 2035) to support start-ups and patent filings.
- Launching Innovation Credits — micro-grants for student innovators and social entrepreneurs.

## **H. STRATEGIC ALIGNMENT**

<b>Dimension</b>	<b>UGC Enabler Domain</b>	<b>NEP 2020 Theme</b>	<b>SDG Mapping</b>
Research Governance	Research & Innovation Enabler	Research Ecosystem Strengthening	SDG 9 – Industry, Innovation & Infrastructure
Funding and Grants	Financial Enabler	Resource Mobilization	SDG 17 – Partnerships for Goals
Start-ups and IP	Entrepreneurship Integration	Innovation and Employment	SDG 8 – Decent Work and Economic Growth
Doctoral & Post-doctoral Education	Academic Enabler	Multidisciplinary and Research-Based Learning	SDG 4 – Quality Education

## **I. EXPECTED OUTCOMES BY 2040**

1. MRDU recognized among top 50 universities in India for research and innovation.
2. Establishment of 10 Centres of Excellence and a Research Park.
3. Cumulative 1000+ patents filed, with  $\geq 100$  technology transfers.
4. Over ₹75 crore cumulative external research funding.
5. 400+ Ph.D. graduates produced during 2025–2040.
6. Global partnerships with 60+ research institutions.
7. 100 % faculty involved in at least one funded or collaborative project.



## 5.3 COLLABORATIONS AND NETWORKING

### A. STRATEGIC AND POLICY FRAMEWORK

The University shall promote collaborations in research, knowledge sharing and employment within and across borders. The partnerships with different organizations will contribute towards achieving objectives of the University.

They represent the University's strategic intent to evolve as a globally connected, nationally relevant, and regionally impactful institution through active partnerships across academia, industry, and society.

The National Education Policy 2020 emphasizes multidisciplinary, internationalized education ecosystems supported by inter-institutional cooperation. MRDU's strategy aligns closely with this vision and the UGC (Promotion and Maintenance of Standards of Academic Collaboration) Regulations, 2022, ensuring that all partnerships- national and international, promote academic innovation, research excellence, and student mobility.

#### Alignment References

- **NEP 2020:** *Clauses 11.12 and, 12.8 (Institutional Collaboration and Internationalization)*
- **UGC IDP Guidelines 2024:** *Enabler Domain 6 – Networking and Collaboration*
- UGC Academic Collaboration Regulations 2022
- **SDG 17:** *Partnerships for the Goals*

Through this framework, MRDU envisions developing a **networked ecosystem of excellence**—where shared knowledge, research synergy, and cross-institutional learning drive sustainable growth.

### B. STRATEGIC OBJECTIVES

1. To establish strong academic and research collaborations with leading national and international universities, research organizations, and industries.
2. To promote student and faculty mobility through exchange programs, internships, and global immersion initiatives.
3. To enhance interdisciplinary learning through consortia, joint degree programs, and shared academic resources.
4. To develop a structured framework for industry partnerships that enhances curriculum relevance, skill development, and employability.
5. To establish MRDU as an active member of global knowledge networks, think tanks, and accreditation platforms.

### C. IMPLEMENTATION PLAN (Phased Roadmap: 2025 – 2040)

Phase	Duration	Strategic Focus & Major Initiatives
<b>Phase I – Foundation</b>	2025 – 2030	<ul style="list-style-type: none"> <li>• Establish Office of International and National Collaborations (OINC).</li> <li>• Formalize 25 MoUs with reputed national institutions (IITs, NITs, IIITs, CSIR labs).</li> <li>• Join national knowledge networks (INFLIBNET, AICTE IIC, NPTEL).</li> <li>• Introduce faculty and student exchange programs with partner institutions.</li> </ul>
<b>Phase II – Expansion</b>	2031 – 2035	<ul style="list-style-type: none"> <li>• Develop 10 international collaborations with universities in Asia, Europe, and North America.</li> <li>• Launch joint research projects and co-authored publications.</li> <li>• Introduce joint supervision of Ph.D. scholars and short-term international fellowships.</li> <li>• Host national-level conferences and knowledge summits in collaboration with partners.</li> </ul>
<b>Phase III – Excellence</b>	2036 – 2040	<ul style="list-style-type: none"> <li>• Establish MRDU Global Partnership Network (MGPN).</li> <li>• Introduce Dual-Degree / Twinning programs under UGC guidelines.</li> <li>• Create Regional Academic Cluster (RAC) with nearby institutions for resource sharing.</li> <li>• Host annual International Collaboration Conclave (ICC) to strengthen research diplomacy.</li> </ul>

### D. COLLABORATION AND NETWORKING ECOSYSTEM COMPONENTS

The following centres / cells will be responsible for Research and Innovation activities.

- 1. Office of International and National Collaborations (OINC):**  
Coordinates MoUs, academic exchanges, and collaborative program execution.
- 2. Industry–Academia Board (IAB):**  
Liaises with industry partners for curriculum design, internships, and corporate training.
- 3. Consortium of Research and Innovation (CRI):**  
A collaborative platform for interdisciplinary projects with universities and research labs.
- 4. Alumni Network and Global Chapters:**  
Strengthen global alumni engagement and mentorship across 15+ countries.
- 5. Government and NGO Partnerships:**  
Collaborations for social impact projects, skill development, and rural outreach.

## E. KEY PERFORMANCE INDICATORS (KPIs)

Focus Area	Indicator	Baseline (2024–25)	Target 2030	Target 2035	Target 2040	Responsible Unit
<b>Institutional Collaborations</b>	Number of Active MoUs	20	50	80	100	OINC
<b>International Linkages</b>	International Partner Universities	3	10	20	30	Dean (International Relations)
<b>Research Collaborations</b>	Joint Publications/ Projects	50/ year	100	150	200	DRI / Research Clusters
<b>Industry Partnerships</b>	MoUs with Industry / Corporate Training	22	40	55	75	IAB / TPO
<b>Exchange Programs</b>	No. of Faculty/Student Exchanges	4	10	20	50	OINC / HR
<b>Collaborative Events</b>	Conferences / Summits Hosted	2 / year	5	8	12	IQAC / OINC
<b>Funding through Collaboration</b>	Value of Jointly Funded Projects (₹ Crores)	0	5	10	20	DRI / Finance Committee

## F. STRATEGIC INITIATIVES

1. Establishment of MRDU Global Partnership Network (MGPN) by 2036, linking partner universities through collaborative research and student exchange.
2. Introduction of Twinning and Dual Degree Programs with foreign universities under UGC regulations.
3. Hosting of Annual International Research Conclave and Academic Networking Forum to strengthen visibility and partnerships.
4. Formation of Regional Academic Cluster (RAC) with nearby Telangana-based universities for shared resources, joint Ph.D. supervision, and faculty exchange.
5. Development of an Online Collaboration Portal for digital MoU management, faculty profiles, and project-tracking.

## G. NEP 2020 AND SDG INTEGRATION

- NEP 2020 Clause 12.8: Encourages universities to engage in cross-border collaboration and joint degree programs.
- SDG 17 – Partnerships for Goals: Strengthening implementation through multi-stakeholder partnerships.
- Alignment with UGC Internationalization Strategy (2023): Facilitates faculty mobility and student exchange.
- Integration into NHEQF: Collaborative courses mapped for outcome equivalency and credit transfer.

## H. STRATEGIC ALIGNMENT

Dimension	UGC Enabler Domain	NEP 2020 Policy Theme	SDG Mapping
Institutional Collaboration	Networking & Collaboration Enabler	Internationalization and Multidisciplinary Cooperation	SDG 17 – Partnerships
Industry Partnerships	Research & Innovation Enabler	Industry-Academia Linkages	SDG 8 – Economic Growth
Academic Exchange	Academic Enabler	Student and Faculty Mobility	SDG 4 – Quality Education
Social Outreach Collaboration	Governance Enabler	Community Engagement and Nation Building	SDG 11 – Sustainable Communities

## I. EXPECTED OUTCOMES BY 2040

1. Over 100 active collaborations, domestic and international.
2. MRDU positioned as a recognized collaboration hub in South India.
3. At least 30 international research partnerships and 10 dual-degree programs.
4. Annual Collaborative Research Funding  $\geq$  ₹30 Crores.
5. Active MRDU Global Partnership Network across 10+ countries.
6. Continuous faculty and student exchange programs institutionalized in all Schools.



## 5.4 INDUSTRY AND ENTREPRENEURSHIP

### A. STRATEGIC AND POLICY FRAMEWORK

The MRDU is committed to fostering a culture of entrepreneurship and innovation that equips students with the skills and knowledge necessary to succeed in the dynamic business world. The Industry and Entrepreneurship Pillar constitutes a vital element of MRDU's Institutional Development Plan (2025–2040), bridging academic learning with economic and industrial transformation.

This pillar focuses on creating an industry-embedded education system, fostering entrepreneurial culture, and nurturing innovation-driven enterprises aligned with India's *Atmanirbhar Bharat*, *Startup India*, and *Skill India* initiatives.

In line with the National Education Policy 2020 (Clauses 11.5, 16.6, and 22.2), MRDU envisions a seamless integration of industry exposure, experiential learning, and start-up incubation across all Schools.

The strategy is also guided by the AICTE Internship Policy (2022), MSME Innovation Scheme (2021), and UGC-IDP Enabler Domain 4 & 6 (Research and Industry Collaboration).

#### Alignment References

- **Aligned to NEP 2020:** *Clauses 11.1–11.3, 11.12, and 16.4–16.8, which emphasize strong industry–academia collaboration, skill integration through vocational education, and entrepreneurship development through incubation and innovation ecosystems.*
- **UGC-IDP Guidelines (2024):** *Enablers – Research & Innovation, Networking & Collaboration*
- **AICTE & MSME Schemes:** *IDEA Lab, TBI, and Incubation Support*
- **SDG 8:** *Decent Work and Economic Growth*

Through this framework, MRDU aims to become a **university-driven innovation ecosystem**, where every student gains industrial experience and entrepreneurial competency before graduation.

### B. STRATEGIC OBJECTIVES

1. To establish strong and sustainable linkages with industries, corporate bodies, and research organizations.
2. To promote entrepreneurship and innovation through incubation, seed funding, and mentoring.
3. To integrate industrial exposure into the curriculum through internships, live projects, and apprenticeships.
4. To develop a dual-track career ecosystem, enabling students to become job creators as well as employable professionals.

- To align skill development initiatives with National Skills Qualification Framework (NSQF) and emerging industry domains.

### C. IMPLEMENTATION PLAN (Phased Roadmap: 2025–2040)

Phase	Duration	Strategic Focus & Major Initiatives
<b>Phase I – Foundation</b>	2025 – 2030	<ul style="list-style-type: none"> <li>Establish Industry–Academia Board (IAB).</li> <li>Formalize 50 MoUs with industrial partners.</li> <li>Strengthen MRDU Business Incubation Centre (BIC) and AICTE IDEA Lab.</li> <li>Introduce 6-month compulsory internships for all professional programs.</li> <li>Create Departmental Industry Advisory Committees.</li> </ul>
<b>Phase II – Expansion</b>	2031 – 2035	<ul style="list-style-type: none"> <li>Launch MRDU–Industry Fellowship Program.</li> <li>Develop Industry-Sponsored Research &amp; Consultancy Cells.</li> <li>Create Start-up Seed Fund (₹5 crore corpus).</li> <li>Initiate annual “MRDU Start-up Expo” and Entrepreneurship Conclave.</li> <li>Offer Dual Track B.Tech (Innovation Stream) with industry certification.</li> </ul>
<b>Phase III – Excellence</b>	2036 – 2040	<ul style="list-style-type: none"> <li>Establish MRDU Innovation and Enterprise Park (MIEP).</li> <li>Achieve 100 % student internship participation.</li> <li>Support 200+ start-ups, 30+ technology transfers.</li> <li>Introduce joint industry-taught master’s programs.</li> <li>Launch MRDU Global Entrepreneurship Network (GEN).</li> </ul>

### D. INDUSTRY–ENTREPRENEURSHIP ECOSYSTEM COMPONENTS

- Industry–Academia Board (IAB):** Policy body to strengthen industry collaboration, curriculum co-design, and internships.
- MRDU Business Incubation Centre (BIC):** Recognized by MSME; supports start-ups, provides seed grants, mentorship, and prototype support.
- Institution’s Innovation Council (IIC):** Coordinates idea generation, hackathons, and innovation competitions.
- AICTE IDEA Lab:** Provides advanced prototyping and fabrication facilities for interdisciplinary innovation.

5. **Entrepreneurship Development Cell (EDC):** Trains students in start-up management, business modeling, and venture finance.
6. **Technology Transfer & Consultancy Unit (TTCU):** Facilitates industry-sponsored projects, IP licensing, and consultancy revenue generation.

#### E. KEY PERFORMANCE INDICATORS (KPIs)

Focus Area	Indicator	Baseline (2024–25)	Target 2030	Target 2035	Target 2040	Responsible Unit
<b>Industry Collaboration</b>	Active Industry MoUs	16	30+	50+	70+	IAB / Dean (Industry Connect)
<b>Internship Integration</b>	% of Students with Internship Experience	65 %	85 %	95 %	100 %	TPO / Academic Deans
<b>Start-up Ecosystem</b>	No. of Start-ups Incubated	27	75	125	200	BIC / IIC
<b>Consultancy &amp; Industrial Projects</b>	Consultancy Income (₹ Crores)	3.2	5	10	15	TTCU / Finance
<b>Innovation Funding</b>	Seed Fund Corpus (₹ Crores)	1.2	5	8	12	EDC / BIC
<b>Technology Transfers</b>	Patents Commercialized	1	3	10	20	IPR Cell / TTCU
<b>Industry-Academia Events</b>	No. of Joint Events / Year	26	40	60	70	IIC / IAB

#### F. STRATEGIC INITIATIVES

1. Embed industry certifications (e.g., AWS, Siemens, Cisco, Autodesk) within UG/PG programs.
2. Introduce joint mentoring by faculty and industry professionals for major projects.
3. Establish 5 sponsored research chairs by 2035 in high-impact domains such as Renewable Energy, AI, Health Tech, and Manufacturing.
4. Annual skill-based entrepreneurship training and incubation bootcamps for final-year students.
5. Create partnership-based laboratories (e.g., Intel, Texas Instruments, and Schneider Electric) by 2030.
6. Create an institutional innovation fund for early-stage start-up support (₹15 crore cumulative by 2040).

## G. NEP 2020 AND SDG INTEGRATION

- NEP 2020 Clause 11.12: Emphasizes entrepreneurship and skill development in higher education.
- SDG 8: Promotes inclusive and sustainable economic growth through innovation.
- Integration with AICTE–MSME ecosystem, enabling real-world application of student innovations.
- Alignment with National Innovation and Start-up Policy (NISP 2019) adopted by MRDU IQAC and IIC.

## H. STRATEGIC ALIGNMENT

Dimension	UGC Domain	Enabler	NEP 2020 Policy Theme	SDG Mapping
Industry–Academia Integration	Networking & Collaboration	Enabler	Curriculum–Industry Synergy	SDG 9 – Industry, Innovation, Infrastructure
Entrepreneurship Promotion	Research & Innovation	Enabler	Start-up and Skill Development	SDG 8 – Economic Growth
Incubation Ecosystem	Physical & Financial	Enabler	Innovation and Self-Reliance	SDG 11 – Sustainable Communities
Student Employability	Academic & Human Resource	Enabler	Experiential Learning and Career Readiness	SDG 4 – Quality Education

## I. EXPECTED OUTCOMES BY 2040

1. MRDU recognized among top 25 innovation-driven universities in India.
2. Establishment of MRDU Innovation and Enterprise Park (MIEP) housing 200+ start-ups.
3. Annual consultancy and innovation revenue exceeding ₹15 crore.
4. Every student to complete at least one industry internship or live project.
5. 50 patents commercialized and 30 corporate chairs established.
6. MRDU to become a regional incubation hub under MSME and DST recognition.



## 5.5 INFRASTRUCTURE DEVELOPMENT AND MODERNIZATION

### A. STRATEGIC AND POLICY FRAMEWORK

The MRDU strives to become and to sustain the status of ‘Centre of Excellence’ for higher learning. It shall require instructional and research facilities to accomplish this and at the same time comply with its Research and Green policy.

Infrastructure Development and Modernization constitute the fifth foundational pillar of MRDU’s Institutional Development Plan (2025–2040). It reflects the University’s long-term commitment to creating smart, sustainable, inclusive, and research-enabling physical and digital environments. The strategic intent is to ensure that MRDU’s infrastructure supports world-class teaching, innovation, and living standards for students, faculty, and researchers.

The roadmap aligns with the National Education Policy (NEP) 2020’s emphasis on modern learning environments, green campuses, and digital transformation, along with the UGC-IDP Guidelines 2024 (Enabler Domain 7: Physical Infrastructure & Sustainability). MRDU aims to develop infrastructure that embodies sustainability, accessibility, aesthetics, and academic functionality — serving as a living laboratory of innovation and environmental stewardship.

#### Alignment References

- **NEP 2020:** *Clause 26.4 and Clause 24.3, which emphasise development of robust infrastructure, digital/online capability, and ICT-enabled campuses.*
- **UGC-IDP Guidelines 2024:** *Enabler 7 – Physical Infrastructure & Sustainability*
- **AICTE Green Campus Policy (2022)**
- **SDG 9:** *Industry, Innovation & Infrastructure;* **SDG 11:** *Sustainable Cities & Communities*

### B. STRATEGIC OBJECTIVES

1. To expand and modernize physical infrastructure supporting academic, research, and residential functions.
2. To adopt green and sustainable practices in construction, waste management, and energy consumption.
3. To develop digital-ready classrooms and laboratories integrated with emerging technologies.
4. To ensure accessibility, inclusivity, and safety in all campus facilities.
5. To create a vibrant, aesthetically appealing, and student-centric environment that enhances well-being and productivity.

### C. IMPLEMENTATION PLAN (Phased Roadmap: 2025 – 2040)

Phase	Duration	Strategic Focus & Major Initiatives
<b>Phase I – Foundation</b>	2025 – 2030	<ul style="list-style-type: none"> <li>• Prepare Comprehensive Campus Master Plan (CCMP) 2025–2040.</li> <li>• Expand built-up area from 42,952 sq.m to 65,000 sq.m.</li> <li>• Construct central research block, additional hostels, and innovation hubs.</li> <li>• Upgrade all classrooms into ICT-enabled smart learning spaces.</li> <li>• Install rooftop solar systems (500 kW).</li> </ul>
<b>Phase II – Expansion</b>	2031 – 2035	<ul style="list-style-type: none"> <li>• Develop MRDU Convention &amp; Knowledge Centre.</li> <li>• Establish Green Energy Management System (GEMS).</li> <li>• Upgrade library into a Digital Knowledge Resource Centre (DKRC).</li> <li>• Expand campus to 50 acres with smart navigation and IoT-based monitoring.</li> <li>• Build indoor sports complex, wellness centre, and daycare facilities.</li> </ul>
<b>Phase III – Excellence</b>	2036 – 2040	<ul style="list-style-type: none"> <li>• Complete MRDU Smart &amp; Sustainable Campus certification (LEED / GRIHA 5-Star).</li> <li>• Establish MRDU Technology Research Park with integrated CoEs.</li> <li>• Achieve Net-Zero Energy and Water Status.</li> <li>• Introduce Smart Transport &amp; Autonomous Campus Mobility System.</li> <li>• Create digital twin of MRDU Campus for monitoring and predictive maintenance.</li> </ul>

### D. INFRASTRUCTURE ECOSYSTEM COMPONENTS

More importance will be given to develop and enhance the following infrastructural facilities

**1. Academic Infrastructure:**

Modern classrooms, advanced laboratories, simulation centers, and studios for experiential learning.

**2. Research Infrastructure:**

Central Research Facility (CRF), Innovation Hubs, and Centres of Excellence with interdisciplinary equipment.

**3. Residential and Recreational Infrastructure:**

Green hostels with renewable energy integration, student recreation zones, and sports facilities.

#### 4. Digital Infrastructure:

ERP, Learning Management Systems (LMS), e-labs, cloud storage, and smart connectivity across campus.

#### 5. Sustainability Infrastructure:

Solar PV plant, Sewage Treatment Plant (STP), Rainwater Harvesting, Waste Segregation, and Green Landscaping.

#### 6. Accessibility and Safety Infrastructure:

Universal access ramps, tactile pathways, CCTV surveillance, fire safety systems, and disaster preparedness mechanisms.

### i. KEY PERFORMANCE INDICATORS (KPIs)

Focus Area	Indicator	Baseline (2024–25)	Target 2030	Target 2035	Target 2040	Responsible Unit
<b>Built-up Area</b>	Total Constructed Area (sq.m)	42,952	65,000	85,000	100,000	Planning & Estates Dept.
<b>Green Energy Usage</b>	% of Total Power from Solar	30 %	50 %	75 %	100 %	GEMS / Maintenance Dept.
<b>Smart Classrooms</b>	% of ICT-enabled Classrooms	70 %	90 %	100 %	100 %	ICT Cell / Academics
<b>Hostel Accommodation</b>	% of Students with Residential Facility	60 %	75 %	85 %	90 %	Hostel Committee
<b>Waste Recycling</b>	Waste Recycled or Reused	40 %	70 %	90 %	100 %	Green Campus Committee
<b>Digital Knowledge Centre</b>	Library Digitization	50 %	80 %	100 %	100 %	Library / IT Services
<b>Campus Accessibility</b>	Compliance with Universal Design Standards	60 %	90 %	100 %	100 %	Estates & Safety Cell

## F. STRATEGIC INITIATIVES

1. **Comprehensive Campus Master Plan (2025–2040):**  
Includes spatial zoning for academic blocks, residential areas, recreation, research, and green belts.
2. **MRDU Green Energy Mission (MGEM):**  
Achieve 100 % renewable energy supply by 2040 through solar, wind, and biomass integration.
3. **Smart Campus Development Project:**  
IoT-enabled facilities management, automated lighting, and environment sensors for energy efficiency.
4. **MRDU Digital Knowledge Resource Centre (DKRC):**  
Transition to a fully digital library ecosystem offering global e-content and research analytics tools.
5. **Universal Access and Safety Audit (UASA):**  
Periodic assessment ensuring barrier-free infrastructure and safety compliance.
6. **MRDU Smart Mobility Plan (SMP):**  
Campus-wide electric shuttle service, EV charging stations, and autonomous navigation vehicles.

## G. NEP 2020 AND SDG INTEGRATION

- NEP 2020: Encourages technology-driven, green, and sustainable campus development (Clause 24.3 and 26.4)
- SDG 9 – Infrastructure, Innovation, and Industry: Sustainable development through smart infrastructure.
- SDG 11 – Sustainable Cities and Communities: Eco-friendly and inclusive campus ecosystem.
- Aligned with UGC Green Campus Policy and AICTE Sustainable Infrastructure Guidelines.

## H. STRATEGIC ALIGNMENT

Dimension	UGC Enabler Domain	NEP 2020 Policy Theme	SDG Mapping
Infrastructure Modernization	Physical Infrastructure Enabler	Green and Sustainable Campus	SDG 11 – Sustainable Cities
Smart & Digital Infrastructure	Digital Enabler	Technology-Integrated Learning	SDG 9 – Innovation & Infrastructure
Safety and Accessibility	Governance Enabler	Inclusivity & Universal Access	SDG 10 – Reduced Inequalities
Resource Efficiency	Financial Enabler	Sustainable Resource Management	SDG 12 – Responsible Consumption

## **I. EXPECTED OUTCOMES BY 2040**

1. MRDU to become a Smart & Sustainable Campus certified by GRIHA/LEED.
2. 100 % renewable energy utilization and Net-Zero Carbon Status achieved.
3. Complete transformation into a digitally connected learning ecosystem.
4. Central Research Facility (CRF) supporting interdisciplinary R&D.
5. Fully integrated Digital Knowledge Resource Centre with global repositories.
6. Smart infrastructure supporting 24×7 academic and research operations.
7. MRDU recognized among top green campuses in India by 2040.



## 5.6. STUDENT WELFARE AND ENGAGEMENT

### A. STRATEGIC AND POLICY FRAMEWORK

Student Welfare and Engagement form the sixth foundational pillar of MRDU's 15-year vision, reflecting its commitment to nurture academically competent, emotionally resilient, socially responsible, and globally conscious graduates. This pillar is guided by the belief that student success depends not only on academic excellence but also on the overall development of personality, wellness, values, and leadership.

The University's strategic approach integrates NEP 2020's emphasis on holistic and multidisciplinary education, the UGC (Promotion of Equity in Higher Educational Institutions) Regulations, and the National Student Development Framework (NSDF). Through a robust student-support ecosystem, MRDU ensures inclusivity, participatory governance, and sustained engagement in co-curricular and extracurricular domains.

#### Alignment References

- **NEP 2020:** *Clauses 12.1–12.8, and 14.3 which emphasize student welfare, mentoring, psychological and academic support, inclusive campus life, extracurricular engagement, and holistic student development.*
- **UGC-IDP Guidelines 2024:** *Enabler Domain 5 – Human Resource and Student Development*
- **AICTE Healthy Campus Initiative 2023**
- **SDG 3:** *Good Health and Well-Being; SDG 4:* *Quality Education*

### B. STRATEGIC OBJECTIVES

1. To establish an inclusive student welfare ecosystem addressing academic, personal, social, and financial dimensions.
2. To promote physical and mental well-being through comprehensive health and counseling services.
3. To institutionalize student participation in academic, cultural, and governance processes.
4. To enhance employability and life skills through mentorship, internships, and value-based programs.
5. To ensure equitable access and support for students from diverse and disadvantaged backgrounds.
6. To create vibrant student communities through clubs, associations, and leadership initiatives.

### C. IMPLEMENTATION PLAN (Phased Roadmap: 2025 – 2040)

Phase	Duration	Strategic Focus & Major Initiatives
<b>Phase I – Foundation</b>	2025 – 2030	<ul style="list-style-type: none"> <li>• Establish Student Welfare Support Cell (SWSC).</li> <li>• Launch comprehensive Mentor–Mentee System across all Schools.</li> <li>• Strengthen Career Guidance and Placement Cell (CGPC).</li> <li>• Create Student Wellness Centre for counseling and health awareness.</li> <li>• Introduce Student Feedback and Redressal Portal for transparency.</li> </ul>
<b>Phase II – Expansion</b>	2031 – 2035	<ul style="list-style-type: none"> <li>• Develop Integrated Student Development Framework (ISDF).</li> <li>• Launch Student Research &amp; Innovation Fund (SRIF).</li> <li>• Institutionalize Student Parliament for participatory governance.</li> <li>• Expand financial aid, scholarships, and merit awards.</li> <li>• Build residential and recreational infrastructure for 90 % student coverage.</li> </ul>
<b>Phase III – Excellence</b>	2036 – 2040	<ul style="list-style-type: none"> <li>• Establish MRDU Student Success and Global Engagement Centre (SSGEC).</li> <li>• Launch Global Immersion and Exchange Scholarships.</li> <li>• Introduce Student Social Impact and Leadership Fellowships.</li> <li>• Achieve 100 % student participation in extracurricular and community programs.</li> </ul>

### D. STUDENT WELFARE AND ENGAGEMENT ECOSYSTEM COMPONENTS

1. **Student Welfare Committee (SWC):** Nodal body for policy, grievance redressal, and welfare coordination.
2. **Career Guidance and Placement Cell (CGPC):** Supports internships, placements, and career mentoring.
3. **Student Wellness Centre (SWC):** Offers psychological counseling, stress management, and wellness workshops.
4. **Mentor–Mentee Framework:** Ensures personalized guidance and continuous support.
5. **Student Clubs and Societies:** Over 20 active clubs for culture, sports, technical, literary, and social service.
6. **Student Grievance Redressal Committee (SGRC):** Ensures transparency and fairness in academic and welfare matters.

7. **Scholarship and Financial Aid Office (SFAO):** Manages institutional and external funding schemes.

#### E. KEY PERFORMANCE INDICATORS (KPIs)

Focus Area	Indicator	Baseline (2024–25)	Target 2030	Target 2035	Target 2040	Responsible Unit
<b>Mentorship Coverage</b>	% of Students Assigned Mentors	100 %	100 %	100 %	100 %	SWSC / IQAC
<b>Wellness Programs</b>	No. of Mental Health & Wellness Sessions / Year	15	40	60	75	SWC / NSS
<b>Scholarship Support</b>	% of Students Receiving Financial Assistance	10 %	25 %	35 %	40 %	SFAO / Finance
<b>Student Clubs &amp; Activities</b>	No. of Active Clubs	30	45	60	75	SWSC
<b>Community Engagement</b>	NSS / NCC Participation	800	1200	1800	2500	NSS / NCC Units
<b>Placement &amp; Employability</b>	Placement Rate	85 %	90 %	95 %	98 %	CGPC / TPO
<b>Feedback &amp; Satisfaction</b>	Student Satisfaction Index (Scale 1–5)	3.8	4.3	4.5	4.7	IQAC / SWC

#### F. STRATEGIC INITIATIVES

- Integrated Student Development Framework (ISDF):**  
A comprehensive framework encompassing academics, career, social life, and wellness under one digital umbrella.
- Student Wellness and Happiness Index:**  
Annual evaluation of student well-being through surveys and analytics-driven monitoring.
- MRDU Student Parliament:**  
Institutional body representing students in academic and administrative decision-making processes.
- Student Research and Innovation Fund (SRIF):**  
Funding support for undergraduate and postgraduate student projects promoting innovation.

#### 5. **Global Student Exchange & Leadership Program:**

Enabling global exposure through international academic and cultural exchanges.

#### 6. **Social Impact Fellowship Program:**

Recognition and support for students engaged in rural development, environment, and social innovation.

### **G. NEP 2020 AND SDG INTEGRATION**

- NEP 2020 Clause 12.1–12.8, and 14.3 Promotes holistic student development and well-being.
- UGC-IDP Enabler 5: Focuses on Student Welfare and Human Resource Enrichment.
- SDG 3 – Good Health and Well-being: Promoting physical and mental wellness.
- SDG 4 – Quality Education: Ensuring equitable access and engagement for all students.
- Institutionalization of Life Skills Curriculum as per NEP guidelines, integrating emotional intelligence, ethics, and leadership.

### **H. STRATEGIC ALIGNMENT**

<b>Dimension</b>	<b>UGC Enabler Domain</b>	<b>NEP 2020 Policy Theme</b>	<b>SDG Mapping</b>
Student Development & Welfare	Human Resource Enabler	Holistic Education & Well-being	SDG 3 – Health
Leadership & Engagement	Governance Enabler	Student Empowerment & Voice	SDG 4 – Quality Education
Mentorship & Support Systems	Academic Enabler	Inclusive and Personalized Learning	SDG 10 – Equality
Career Development & Employability	Networking & Industry Enabler	Skills & Employability	SDG 8 – Economic Growth

### **I. EXPECTED OUTCOMES BY 2040**

1. MRDU recognized as a student-centric and welfare-driven university.
2. 100 % implementation of Mentor–Mentee and Wellness frameworks.
3. Achieve  $\geq 4.7$  Student Satisfaction Index across programs.
4. 90 % of students engaged in community, innovation, or leadership activities.
5. Every student equipped with employability, life skills, and global exposure.
6. Establishment of a comprehensive Digital Student Lifecycle Management System



## 5.7 FACULTY QUALITY IMPROVEMENT

### A. STRATEGIC AND POLICY FRAMEWORK

Faculty Quality Improvement is the seventh foundational pillar of MRDU's long-term Institutional Development Plan (2025–2040), emphasizing that quality teaching, impactful research, and academic leadership form the true foundation of institutional excellence.

Recognizing the faculty as knowledge creators, facilitators, and innovators, MRDU seeks to develop a faculty ecosystem that fosters competence, creativity, research productivity, global exposure, and ethical commitment.

This strategic pillar integrates the NEP 2020 mandate for faculty empowerment (Clauses 13.1–13.7) and the UGC-IDP Enabler 5 - Human Resource Development, aiming to make MRDU a national model for faculty excellence.

The University adopts a three-tiered approach: *Recruitment, Retention, and Recognition* supported by systematic professional development and performance-linked evaluation.

#### Alignment References

- **NEP 2020:** *Clauses 13.1–13.7 and 15.1–15.11 (faculty motivation, autonomy, recruitment, continuous professional development); 13.4 explicitly supports faculty autonomy.*
- **UGC-IDP Guidelines (2024):** *Enabler 5 – Human Resource and Faculty Development*
- National Professional Standards for Teachers (**NPST-HE**)
- **AICTE Career Advancement Scheme (CAS) Guidelines**
- **SDG 4:** *Quality Education*; **SDG 8:** *Decent Work and Economic Growth*

### B. STRATEGIC OBJECTIVES

1. To attract and retain highly qualified, research-oriented faculty aligned with MRDU's academic and research mission.
2. To institutionalize continuous professional development (CPD) through structured Faculty Development Programs (FDPs), training, and global exposure.
3. To implement performance-linked appraisal systems ensuring accountability and merit-based progression.
4. To promote academic leadership and interdisciplinary teaching capacity.
5. To enhance faculty participation in research, consultancy, and innovation ecosystems.
6. To build a culture of mentorship, collaboration, and ethical responsibility.

## C. IMPLEMENTATION PLAN (Phased Roadmap: 2025 – 2040)

Phase	Duration	Strategic Focus & Major Initiatives
<b>Phase I – Foundation</b>	2025 – 2030	<ul style="list-style-type: none"> <li>• Establish Centre for Faculty Development and Innovation (CFDI).</li> <li>• Formulate Faculty Recruitment and Development Policy (FRDP).</li> <li>• Conduct annual FDPs in pedagogy, OBE, and educational technology.</li> <li>• Initiate Faculty Mentoring Program for early-career teachers.</li> <li>• Implement Performance-Based Appraisal System (PBAS).</li> </ul>
<b>Phase II – Expansion</b>	2031 – 2035	<ul style="list-style-type: none"> <li>• Launch International Faculty Exchange and Visiting Scholar Program.</li> <li>• Introduce Research Incentive Grants for high-impact publications.</li> <li>• Offer Leadership Training Programs for Deans, HoDs, and Coordinators.</li> <li>• Institutionalize Faculty Sabbatical and Consultancy Policy.</li> <li>• Establish annual MRDU Teaching Excellence Awards.</li> </ul>
<b>Phase III – Excellence</b>	2036 – 2040	<ul style="list-style-type: none"> <li>• Develop MRDU Faculty Academy for Academic Leadership (FAAL).</li> <li>• Implement AI-driven Faculty Analytics Dashboard for workload and KPI monitoring.</li> <li>• Achieve <math>\geq 100</math> % faculty with Ph.D. qualification.</li> <li>• Attain global recognition for faculty excellence through partnerships and awards.</li> <li>• Institutionalize Faculty Chair Professorships in strategic domains.</li> </ul>

## D. FACULTY DEVELOPMENT ECOSYSTEM COMPONENTS

1. **Centre for Faculty Development and Innovation (CFDI):** Coordinates FDPs, teaching workshops, and certification programs.
2. **Faculty Mentorship Program (FMP):** Senior faculty mentoring new entrants for academic and research development.
3. **Faculty Research Incentive Policy (FRIP):** Monetary and non-monetary rewards for publications, patents, and funded projects.

4. **Faculty Leadership Training Series (FLTS):** Prepares future academic leaders for administrative and strategic roles.
5. **Sabbatical and Consultancy Policy:** Supports research, industrial exposure, and knowledge transfer.
6. **Digital Faculty Repository (DFR):** Centralized database for qualifications, publications, and performance metrics.

## E. KEY PERFORMANCE INDICATORS (KPIs)

Focus Area	Indicator	Baseline (2024–25)	Target 2030	Target 2035	Target 2040	Responsible Unit
<b>Faculty Qualification</b>	% of Faculty with Ph.D.	40 %	55 %	65 %	75 %	HR / IQAC
<b>Professional Development</b>	FDPs / Training per Year	12	25	40	50	CFDI
<b>Research Engagement</b>	% of Faculty with Active Research Grants	20 %	35 %	50 %	70 %	DRI / Deans
<b>Teaching Excellence</b>	Teaching Effectiveness Index (Scale 1–5)	3.8	4.2	4.5	4.7	IQAC
<b>Faculty Retention</b>	Annual Retention Rate	70 %	90 %	95 %	97 %	HR / Admin
<b>Leadership Development</b>	% of Faculty in Leadership / Administrative Roles	10 %	20 %	25 %	30 %	FAAL / HR
<b>International Exposure</b>	No. of Faculty in Exchange / Training Abroad	5 / year	20	40	60	CFDI / OINC

## F. STRATEGIC INITIATIVES

1. **Centre for Faculty Development and Innovation (CFDI):**  
To serve as a permanent platform for pedagogical and research skill enhancement.
2. **Performance-Based Appraisal and Incentive System (PBAS):**  
Linking promotions and recognitions to measurable outcomes such as research, teaching innovation, and student feedback.
3. **MRDU Faculty Academy for Academic Leadership (FAAL):**  
Leadership training series to prepare Deans, HoDs, and program coordinators for effective academic governance.
4. **Faculty Research Fellowship Scheme (FRFS):**  
Provides competitive internal grants and recognition for impactful research publications and patents.

### 5. **Global Faculty Exchange and Networking:**

Partner with international universities for semester-long teaching and research residencies.

### 6. **Faculty Digital Empowerment:**

AI-based teaching analytics, MOOC development, and digital pedagogy integration across courses.

## **G NEP 2020 AND SDG INTEGRATION**

- **NEP 2020:** Clauses 15.3, 15.4, 15.5, and 15.10, which emphasize faculty autonomy, capacity building, and continuous professional development.
- **UGC-IDP Enabler 5:** Focuses on Human Resource Development and Faculty Quality Enhancement.
- **SDG 4 – Quality Education:** Promoting excellence in teaching and learning.
- **SDG 8 – Decent Work and Economic Growth:** Strengthening faculty welfare and professional stability.
- Incorporation of **National Professional Standards for Teachers (NPST-HE)** into the MRDU Faculty Evaluation Framework by 2030.

## **H STRATEGIC ALIGNMENT**

<b>Dimension</b>	<b>UGC Enabler Domain</b>	<b>NEP 2020 Policy Theme</b>	<b>SDG Mapping</b>
Faculty Empowerment	Human Resource Enabler	Faculty Capacity Building	SDG 4 – Quality Education
Academic Leadership	Governance Enabler	Institutional Leadership Development	SDG 16 – Strong Institutions
Research Productivity	Research & Innovation Enabler	Knowledge Creation and Dissemination	SDG 9 – Industry & Innovation
Professional Well-being	Financial & Governance Enabler	Welfare and Motivation	SDG 8 – Economic Growth

## **I. EXPECTED OUTCOMES BY 2040**

1. MRDU to achieve **≥ 75 % Ph.D.-qualified faculty** and 100 % trained in advanced pedagogy.
2. All Schools to implement **Continuous Faculty Development Framework (CFDF)**.
3. Recognition as a **Faculty Development Hub** under UGC / AICTE leadership initiatives.
4. Faculty research productivity doubled (publications, patents, and projects).
5. Institutional reputation strengthened through faculty awards and global collaborations.
6. Faculty retention rate maintained above **95 %** with strong engagement culture.



## 5.8 INCLUSIVE GROWTH AND DEVELOPMENT

### A. STRATEGIC AND POLICY FRAMEWORK

Inclusive Growth and Development is the eighth foundational pillar of MRDU's Institutional Development Plan (2025–2040), affirming the University's mission to be an equitable, accessible, and socially responsible higher education institution.

MRDU views inclusivity not merely as compliance but as a value-driven ethos that guides policy, pedagogy, infrastructure, and engagement. The University seeks to empower students and staff from diverse social, economic, and regional backgrounds, ensuring every learner thrives in an enabling environment.

This vision is fully aligned with the National Education Policy (NEP) 2020 which emphasizes equity and inclusion across all levels of education and the UGC-IDP Guidelines (2024) under Enabler Domains 5 and 7. MRDU also integrates AICTE's Equal Opportunity Policy (2022) and the Rights of Persons with Disabilities (RPwD) Act, 2016 into its operational framework.

#### Alignment References

- **NEP 2020:** *Clauses 12.1–12.6, 14.1–14.4, 15.9, and 17.5–17.6, which emphasize equity, inclusion, support for SEDGs, accessible learning pathways, counselling, financial and academic support, and an inclusive higher-education ecosystem.*
- **UGC-IDP Guidelines 2024:** *Enabler Domains 5 & 7*
- **UGC (Promotion of Equity in Higher Educational Institutions) Regulations, 2012**
- **Rights of Persons with Disabilities (RPwD) Act, 2016**
- **SDG 4:** *Inclusive and Equitable Education; SDG 10: Reduced Inequalities*

### B. STRATEGIC OBJECTIVES

1. To ensure equitable access and participation of students from all socio-economic, gender, and regional backgrounds.
2. To provide support mechanisms for differently-abled learners, first-generation students, and marginalized communities.
3. To integrate inclusion principles into curriculum design, pedagogy, assessment, and institutional governance.
4. To promote gender sensitization, respect, and safety through dedicated programs and committees.
5. To align campus infrastructure and digital systems with universal accessibility standards.
6. To expand community outreach, extension, and social responsibility initiatives.

### C. IMPLEMENTATION PLAN (Phased Roadmap: 2025 – 2040)

Phase	Duration	Strategic Focus & Major Initiatives
<b>Phase I – Foundation</b>	2025 – 2030	<ul style="list-style-type: none"> <li>• Establish Equal Opportunity Cell (EOC).</li> <li>• Strengthen Gender Sensitization Committee and Internal Complaints Committee (ICC).</li> <li>• Create Scholarship and Financial Aid Framework (SFAF) for economically weaker sections.</li> <li>• Audit all infrastructure for accessibility compliance.</li> <li>• Conduct annual inclusion and sensitization workshops.</li> </ul>
<b>Phase II – Expansion</b>	2031 – 2035	<ul style="list-style-type: none"> <li>• Launch Inclusive Education Resource Centre (IERC).</li> <li>• Establish Women’s Leadership and Empowerment Forum (WLEF).</li> <li>• Introduce inclusive curricula and learning materials in regional languages.</li> <li>• Implement Community Connect Program (CCP) with adopted villages.</li> <li>• Partner with NGOs and CSR organizations for social impact projects.</li> </ul>
<b>Phase III – Excellence</b>	2036 – 2040	<ul style="list-style-type: none"> <li>• Achieve 100 % barrier-free campus certification.</li> <li>• Institutionalize Inclusion and Accessibility Index (IAI).</li> <li>• Expand scholarships to cover <math>\geq 40</math> % of total student strength.</li> <li>• Establish MRDU Centre for Social Innovation and Inclusivity (CSII).</li> <li>• Attain national recognition as a model inclusive Deemed University.</li> </ul>

### D. INCLUSIVE ECOSYSTEM COMPONENTS

1. **Equal Opportunity and Diversity Cell (EODC):**  
Promotes inclusivity in admissions, employment, and institutional practices.
2. **Women’s Leadership and Empowerment Forum (WLEF):**  
Encourages leadership and entrepreneurship among women students and staff.
3. **Inclusive Education Resource Centre (IERC):**  
Provides assistive technology, digital learning tools, and accessibility support for differently-abled learners.
4. **Scholarship and Financial Aid Framework (SFAF):**  
Consolidates all scholarships (institutional, state, central, and philanthropic) under a single digital portal.

5. **Community Connect Program (CCP):**

Facilitates service-learning, outreach, and extension activities in rural and semi-urban areas.

6. **Centre for Social Innovation and Inclusivity (CSII):**

Encourages research and innovation addressing local and societal challenges.

**E. KEY PERFORMANCE INDICATORS (KPIs)**

Focus Area	Indicator	Baseline (2024–25)	Target 2030	Target 2035	Target 2040	Responsible Unit
<b>Student Diversity</b>	% of Students from Rural / Underrepresented Backgrounds	30 %	35 %	40 %	45 %	EODC / Admissions
<b>Financial Inclusion</b>	Students Receiving Scholarships / Aid	10 %	25 %	35 %	40 %	SFAO / Finance
<b>Gender Equality</b>	Female to Male Student Ratio	38:62	45:55	48:52	50:50	WLEF / IQAC
<b>Accessibility Compliance</b>	% of Barrier-Free Infrastructure	60 %	85 %	95 %	100 %	IERC / Estates
<b>Sensitization Programs</b>	No. of Awareness Sessions / Year	5	12	20	25	ICC / EODC
<b>Community Engagement</b>	No. of Active Outreach Projects	5	15	25	35	CCP / NSS
<b>Social Impact Index</b>	Institutional Inclusivity Rating (Scale 1–5)	3.2	4.0	4.5	4.8	IQAC / CSII

**F. STRATEGIC INITIATIVES**

1. **Institutional Inclusivity Policy (IIP):**

Comprehensive document covering equity, gender, and accessibility frameworks.

2. **Barrier-Free Campus Initiative (BFICI):**

Construction and retrofitting of infrastructure compliant with universal access standards.

3. **Inclusive Digital Learning Program (IDLP):**

Development of accessible e-learning platforms for visually/hearing-impaired learners.

4. **Community Connect Program (CCP):**

Engagement of students and faculty in rural development, environmental, and health initiatives.

5. **Social Innovation Research Fellowships:**

Annual grants to support community-focused, sustainability-based student and faculty research.

**6. Institutional Inclusivity Index (III):**

Annual monitoring tool evaluating diversity, equity, accessibility, and gender parameters.

**G. NEP 2020 AND SDG INTEGRATION**

- **NEP 2020 Clauses 6.8–6.15:** Stress inclusivity and equity at all levels of education.
- **UGC-IDP Enabler Domains 5 & 7:** Reinforce equitable access, gender inclusion, and accessibility.
- **SDG 4 – Quality Education:** Inclusive and equitable education opportunities for all.
- **SDG 5 – Gender Equality:** Women’s participation and empowerment.
- **SDG 10 – Reduced Inequalities:** Promotion of social, economic, and educational equity.

**H. STRATEGIC ALIGNMENT**

<b>Dimension</b>	<b>UGC Enabler Domain</b>	<b>NEP 2020 Policy Theme</b>	<b>SDG Mapping</b>
Equity & Accessibility	Governance & Physical Enablers	Inclusive and Equitable Education	SDG 4 – Quality Education
Gender Empowerment	Human Resource Enabler	Women’s Participation in Higher Education	SDG 5 – Gender Equality
Social Responsibility	Academic & Collaboration Enablers	Community Engagement and Service Learning	SDG 10 – Reduced Inequalities
Universal Design & Accessibility	Infrastructure Enabler	Barrier-Free Learning Environments	SDG 11 – Sustainable Communities

**I. EXPECTED OUTCOMES BY 2040**

1. MRDU recognized as a **national model for inclusive education** and campus diversity.
2. Achieve **100 % accessibility and gender parity** across all Schools.
3.  $\geq 40$  % of students benefitting from scholarships or financial aid.
4. Institutionalization of the **Centre for Social Innovation and Inclusivity (CSII)** with national collaborations.
5. Establishment of at least **35 community outreach projects** impacting regional development.
6. Institutional Inclusivity Index score of  $\geq 4.8 / 5$ .



## 5.9 TECHNOLOGY INTEGRATION AND TRANSFORMATION

### A. STRATEGIC AND POLICY FRAMEWORK

Technology Integration and Transformation is the ninth foundational pillar of MRDU's Institutional Development Plan (2025–2040), driving the University's evolution toward a digitally intelligent and innovation-driven ecosystem. This pillar recognizes technology as both an academic enabler and an administrative catalyst, ensuring seamless integration of teaching, research, governance, and outreach through smart systems.

Aligned with NEP 2020's emphasis on technology-driven education (Clauses 23.1–23.8) and the UGC-IDP Enabler Domain 8 (Digital Transformation), MRDU envisions a campus that operates on a “Digital First” principle from pedagogy to policy. The strategic focus extends beyond infrastructure to include digital literacy, e-governance, cybersecurity, artificial intelligence, and data analytics.

#### Alignment References

- **NEP 2020:** *Clauses 23.1–23.6, 24.1–24.4, and 26.4, which emphasize integration of digital tools, ICT-enabled teaching and learning, virtual labs, e-content, robust digital infrastructure, and long-term financing for technology-driven educational transformation.*
- **UGC-IDP Guidelines 2024:** *Enabler Domain 8 – Digital Transformation and Smart Governance*
- **Digital India Mission (2025–2030)**
- **AICTE Policy on Emerging Technologies (2023)**
- **SDG 9: Industry, Innovation & Infrastructure; SDG 4: Quality Education**

### B. STRATEGIC OBJECTIVES

1. To create a fully digital academic and administrative ecosystem ensuring efficiency, transparency, and scalability.
2. To integrate emerging technologies like AI, IoT, Cloud, and Data Analytics into teaching, research, and campus operations.
3. To enhance digital learning through smart classrooms, virtual laboratories, and Learning Management Systems (LMS).
4. To develop data-driven governance systems for monitoring academic performance and institutional KPIs.
5. To ensure digital inclusion and cybersecurity across all users and systems.
6. To promote digital literacy, innovation, and continuous technology upskilling among faculty, staff, and students.

## C. IMPLEMENTATION PLAN (Phased Roadmap: 2025 – 2040)

Phase	Duration	Strategic Focus & Major Initiatives
<b>Phase I – Foundation</b>	2025 – 2030	<ul style="list-style-type: none"> <li>• Implement MRDU Digital Campus Initiative (MDCI).</li> <li>• Establish Centre for Digital Learning and Innovation (CDLI).</li> <li>• Introduce University ERP System for academic, HR, and finance functions.</li> <li>• Deploy Learning Management System (LMS) integrated with MOOCs (SWAYAM, Coursera, edX).</li> <li>• Digitize all academic records and student services.</li> </ul>
<b>Phase II – Expansion</b>	2031 – 2035	<ul style="list-style-type: none"> <li>• Establish AI-Driven Academic Analytics Platform (ADAP).</li> <li>• Launch Smart Classroom 2.0 Project with AR/VR capabilities.</li> <li>• Deploy Digital Research Repository and Knowledge Cloud.</li> <li>• Create Cybersecurity and Data Governance Cell (CDGC).</li> <li>• Introduce Faculty Digital Pedagogy Certification Program.</li> </ul>
<b>Phase III – Excellence</b>	2036 – 2040	<ul style="list-style-type: none"> <li>• Build MRDU Smart Campus Command Centre (SCCC) integrating IoT-based automation.</li> <li>• Implement AI-enabled Decision Support System (DSS) for institutional governance.</li> <li>• Develop Digital Twin of MRDU Campus for real-time monitoring.</li> <li>• Achieve 100 % digital transactions and paperless administration.</li> <li>• Attain national recognition as a Digitally Transformed University.</li> </ul>

## D. TECHNOLOGY TRANSFORMATION ECOSYSTEM COMPONENTS

- 1. Centre for Digital Learning and Innovation (CDLI):**  
Hub for e-learning content development, digital training, and instructional design.
- 2. University ERP and LMS Integration:**  
Unified digital ecosystem for academics, examinations, admissions, finance, and HR.
- 3. AI-Driven Academic Analytics Platform (ADAP):**  
Monitors course outcomes, faculty performance, and student learning progression.

4. **Digital Research Repository (DRR):**  
Cloud-based archive for research publications, patents, and theses.
5. **Cybersecurity and Data Governance Cell (CDGC):**  
Ensures data privacy, digital ethics, and cyber resilience across systems.
6. **Smart Campus Command Centre (SCCC):**  
IoT-based control system for security, energy management, and smart utilities.

## E. KEY PERFORMANCE INDICATORS (KPIs)

Focus Area	Indicator	Baseline (2024–25)	Target 2030	Target 2035	Target 2040	Responsible Unit
<b>Digital Infrastructure</b>	% of Campus Digitized	45 %	75 %	90 %	100 %	IT Services / CDLI
<b>Smart Classrooms</b>	% of ICT/AI-enabled Classrooms	70 %	90 %	100 %	100 %	ICT Cell
<b>ERP and LMS Adoption</b>	% of Functions Integrated Digitally	50 %	85 %	100 %	100 %	MIS / Admin
<b>E-Governance</b>	Paperless Operations (%)	20 %	60 %	90 %	100 %	Registrar Office
<b>Research Digitization</b>	Research Repository Coverage	30%	60 %	90 %	100 %	Library / DRI
<b>Cybersecurity Compliance</b>	ISO / NIST Certification Level	-	Level 1	Level 2	Level 3	CDGC
<b>Digital Literacy</b>	% of Faculty Trained in Digital Pedagogy	50 %	85 %	95 %	100 %	CFDI / ICT Cell

## F. STRATEGIC INITIATIVES

1. **MRDU Digital Campus Initiative (MDCI):**  
Comprehensive project transforming MRDU into a fully digital, cloud-integrated campus by 2030.
2. **AI-Based Academic Analytics (ADAP):**  
Deploy AI systems to track learning outcomes, faculty effectiveness, and student progress.
3. **Virtual Learning Infrastructure:**  
Establish digital content studios, AR/VR labs, and simulation-based learning environments.
4. **Smart Campus Command Centre (SCCC):**  
Real-time campus management system integrating IoT, safety, and sustainability operations.

5. **Faculty Digital Empowerment Program (FDEP):**  
Annual certification program to enhance digital pedagogy and online content creation skills.
6. **Cybersecurity and Data Governance Framework (CDGF):**  
Policy and practice model ensuring secure, ethical, and transparent digital operations.

## G. NEP 2020 AND SDG INTEGRATION

- **NEP 2020 Clauses 23.2–23.6: Advocate the use of technology for learning, assessment, digital platforms, teacher development, and technology-enabled institutional governance.**
- **UGC-IDP Enabler 8:** Focuses on digital transformation and smart governance.
- **SDG 4 – Quality Education:** Use of ICT to enhance learning outcomes.
- **SDG 9 – Innovation & Infrastructure:** Promotes technology-driven innovation.
- Integration with **Digital India Mission (2025–2030)** and **National Digital University (NDU) framework** for digital content sharing.

## H. STRATEGIC ALIGNMENT

Dimension	UGC Enabler Domain	NEP 2020 Policy Theme	SDG Mapping
Digital Learning Ecosystem	Digital Transformation Enabler	Technology-Enhanced Education	SDG 4 – Quality Education
Smart Governance	Governance Enabler	Transparent & Efficient Administration	SDG 16 – Strong Institutions
Data-Driven Decision Systems	Research & Academic Enabler	Evidence-Based Institutional Planning	SDG 9 – Innovation & Infrastructure
Cybersecurity & Inclusion	Human Resource Enabler	Digital Literacy & Ethics	SDG 10 – Equality & Access

## I. EXPECTED OUTCOMES BY 2040

1. MRDU recognized as a **Nationally Certified Smart and Digitally Transformed University**.
2. 100 % **digital transactions**, ERP integration, and **paperless governance**.
3. Full deployment of **AI-driven analytics** for teaching, research, and institutional performance.
4. Every student exposed to **AR/VR learning environments**.
5. Institutional **cybersecurity maturity** achieving Level 4 certification.
6. Establishment of MRDU as a **Digital Education Hub** for affiliated and partner institutions.



## 5.10 INSTITUTIONAL BRANDING AND REPUTATION

### A. STRATEGIC AND POLICY FRAMEWORK

Institutional Branding and Reputation represents the tenth foundational pillar of MRDU's long-term roadmap (2025–2040), focusing on consolidating its position as a globally recognized, nationally reputed, and regionally impactful Deemed-to-be University.

This pillar encompasses strategic communication, stakeholder engagement, national/international accreditation, and social visibility initiatives, all directed toward strengthening MRDU's academic credibility, public perception, and brand equity.

The University aligns its branding and reputation goals with NEP 2020's vision of positioning Indian Higher Education Institutions among global leaders, and with UGC-IDP Enabler Domains 6 and 9, which emphasize institutional governance, internationalization, and outreach.

#### Alignment References

- **NEP 2020:** *Clauses 12.8 and 12.9 which emphasize internationalization through global collaborations, international student mobility, foreign university partnerships, digital collaboration, and positioning institutions as globally reputed higher-education destinations.*
- **UGC-IDP Guidelines 2024:** *Enabler Domain 9 – Governance, Leadership, and Institutional Reputation*
- **NAAC Accreditation Framework (2022)**
- **National Institutional Ranking Framework (NIRF)**
- **SDG 4:** *Quality Education*; **SDG 17:** *Partnerships for Goals*

### B. STRATEGIC OBJECTIVES

1. To enhance MRDU's academic and research reputation nationally and internationally through measurable achievements.
2. To establish a distinct institutional identity and communication strategy across stakeholders.
3. To achieve global visibility and ranking in recognized frameworks such as QS, (Times Higher Education) THE, and NIRF.
4. To strengthen brand positioning through impactful community engagement, social contribution, and alumni success.
5. To cultivate stakeholder trust through transparency, performance, and consistent quality enhancement.
6. To promote MRDU as a center of excellence in teaching, research, and innovation.

### C. IMPLEMENTATION PLAN (Phased Roadmap: 2025 – 2040)

Phase	Duration	Strategic Focus & Major Initiatives
<b>Phase I – Foundation</b>	2025 – 2030	<ul style="list-style-type: none"> <li>• Establish Office of Strategic Communication and Branding (OSCB).</li> <li>• Develop MRDU’s Brand Identity and Visual Framework.</li> <li>• Enhance presence in NIRF.</li> <li>• Initiate national-level academic events and conferences.</li> <li>• Strengthen MRDU Alumni Network through digital engagement.</li> </ul>
<b>Phase II – Expansion</b>	2031 – 2035	<ul style="list-style-type: none"> <li>• Participate in international rankings (QS, THE).</li> <li>• Organize Global Academic Summits and Knowledge Fairs.</li> <li>• Build media partnerships and public outreach campaigns.</li> <li>• Introduce MRDU Global Alumni Fellowship Program (MGAFP).</li> <li>• Establish partnerships for joint visibility with foreign universities.</li> </ul>
<b>Phase III – Excellence</b>	2036 – 2040	<ul style="list-style-type: none"> <li>• Achieve inclusion among top 200 global universities (QS Asia Ranking).</li> <li>• Secure NAAC A++ reaccreditation and Category-I University Status.</li> <li>• Launch MRDU Annual Impact Report (MAIR).</li> <li>• Institutionalize Brand Reputation Index (BRI) monitoring.</li> <li>• Attain national recognition as a Centre of Excellence in Higher Education.</li> </ul>

### D. INSTITUTIONAL BRANDING ECOSYSTEM COMPONENTS

- 1. Office of Strategic Communication and Branding (OSCB):**  
Responsible for all public relations, outreach, publications, and media engagement.
- 2. Institutional Ranking and Benchmarking Cell (IRBC):**  
Manages participation in NIRF, QS, THE, and other global ranking frameworks.
- 3. Alumni Relations and Advancement Office (ARAO):**  
Builds strong alumni connections, mentoring programs, and philanthropic networks.
- 4. Outreach and Social Responsibility Cell (OSRC):**  
Enhances the university’s public image through social impact initiatives.

5. **Brand Reputation Index (BRI):**  
Annual composite indicator measuring visibility, perception, and engagement.
6. **MRDU Impact Communication Strategy (MICS):**  
Structured media and digital engagement framework for institutional storytelling.

#### E. KEY PERFORMANCE INDICATORS (KPIs)

Focus Area	Indicator	Baseline (2024–25)	Target 2030	Target 2035	Target 2040	Responsible Unit
<b>National Rankings</b>	NIRF Rank (Overall)	Band	Top 100	Top 75	Top 50	IRBC / IQAC
<b>International Rankings</b>	QS / THE Rank (Asia)	Not Ranked	Top 400	Top 250	Top 200	IRBC / OSCB
<b>Accreditation Status</b>	NAAC Grade	A++ (2022)	Maintain	Reaccreditation	Maintain	IQAC
<b>Alumni Engagement</b>	Active Alumni Chapters	5	15	25	40	ARAO
<b>Media Visibility</b>	National Media Mentions / Year	25	100	200	300	OSCB
<b>Social Impact Projects</b>	Documented Annual Initiatives	3	10	25	40	OSRC
<b>Brand Reputation Index (Scale 1–5)</b>	Institutional Visibility & Perception	-	3.2	4.0	4.5	OSCB / IRBC

#### F. STRATEGIC INITIATIVES

1. **Comprehensive Branding Strategy (CBS):**  
Development of a long-term visual and strategic identity for MRDU with unified branding across platforms.
2. **Institutional Ranking and Recognition Framework (IRRF):**  
Systematic participation in national and international ranking and benchmarking systems.

3. **MRDU Impact Series:**  
Annual publications showcasing research, innovation, community projects, and success stories.
4. **Global Alumni Fellowship Program (MGAFP):**  
International alumni chapters promoting collaboration, mentoring, and fundraising.
5. **Strategic Media and Digital Presence:**  
Professional management of social media, digital campaigns, and educational content dissemination.
6. **Institutional Branding Dashboard:**  
Data-driven tool monitoring perception analytics, engagement metrics, and visibility growth.

## G. NEP 2020 AND SDG INTEGRATION

- **NEP 2020 Clause 17.1:** Promotes internationalization and institutional reputation through academic excellence.
- **UGC-IDP Enabler 9:** Emphasizes governance, leadership, and reputation management.
- **SDG 4 - Quality Education:** Strengthening institutional reputation through excellence in learning outcomes.
- **SDG 17 - Partnerships for Goals:** Promoting global visibility through collaboration and partnership.
- **Alignment with NIRF & NAAC:** Institutional reputation built on transparency, integrity, and performance.

## H. STRATEGIC ALIGNMENT

Dimension	UGC Enabler Domain	NEP 2020 Policy Theme	SDG Mapping
Global Visibility	Networking & Governance Enabler	Internationalization and Branding	SDG 17 – Partnerships
Stakeholder Engagement	Human Resource Enabler	Alumni & Community Involvement	SDG 4 – Quality Education
Ranking and Accreditation	Governance Enabler	Benchmarking and Recognition	SDG 9 – Innovation & Infrastructure
Social Impact	Collaboration Enabler	Nation-Building and Social Responsibility	SDG 11 – Sustainable Communities

## I. EXPECTED OUTCOMES BY 2040

1. MRDU recognized as a globally visible and nationally reputed university with strong academic, research, and social credentials.
2. Inclusion in top 200 QS Asia Universities and top 50 NIRF overall rankings.
3. Establishment of 40 global alumni chapters with active engagement.
4. Achievement of Category-I Deemed University status by 2038.
5. Publication of annual MRDU Impact Report demonstrating societal and academic influence.
6. Institutionalization of a sustainable branding ecosystem supported by continuous stakeholder engagement.

*To ensure that the strategic initiatives envisioned under all ten Foundational Pillars are effectively implemented, periodically reviewed, and continuously improved, MRDU has established a comprehensive **Implementation and Monitoring Mechanism**. This framework defines the governance structure, roles, and review processes required to translate the Institutional Development Plan (2025–2040) into measurable and sustainable institutional outcomes.*

**IMPLEMENTATION AND  
MONITORING MECHANISM**

## 6.0 IMPLEMENTATION AND MONITORING MECHANISM

The successful realization of the Institutional Development Plan (2025–2040) of MRDU depends upon an efficient and transparent implementation and monitoring mechanism that ensures accountability, timely execution, and continuous quality enhancement across all functional domains. This mechanism provides the institutional framework for translating strategic objectives into measurable outcomes through systematic planning, periodic evaluation, and data-driven governance.

It establishes the linkage between the Strategic Planning Committee (SPC), the Internal Quality Assurance Cell (IQAC), and all academic, administrative, and research units, enabling evidence-based decision-making and proactive course correction. The structure integrates planning, execution, monitoring, and evaluation into a single coherent cycle aligned with the UGC-IDP Guidelines (2024) and NEP 2020 principles of institutional autonomy, accountability, and excellence.

### 6.1 INSTITUTIONAL GOVERNANCE AND OVERSIGHT STRUCTURE

The successful implementation of the Institutional Development Plan (IDP 2025–2040) of MRDU relies on a well-defined, participatory, and accountable governance and oversight structure. This structure integrates statutory authorities, academic and administrative leadership, and quality-assurance bodies to ensure that all developmental initiatives under the ten Foundational Pillars are executed, monitored, and reviewed systematically.

#### A. Governance Philosophy

MRDU upholds a **four-tier governance model** guided by transparency, decentralization, and evidence-based decision-making. The IDP operates within the same structure, ensuring seamless coordination between academic vision, administrative efficiency, and quality assurance.

Tier	Governance Body / Unit	Primary Function in IDP Implementation
<b>Tier I</b>	<b>Board of Management (BoM)</b>	Apex statutory authority providing policy approval, financial sanction, and overall strategic direction for IDP 2025–2040.
<b>Tier II</b>	<b>Academic Council (AC)</b>	Academic planning, curriculum reforms, and monitoring of teaching–learning components under the Foundational Pillars.
<b>Tier III</b>	<b>Strategic Planning Committee (SPC)</b>	Coordinates planning, execution, and review of all IDP initiatives; ensures cross-functional alignment among Schools, Centres, and Administrative Units.
<b>Tier IV</b>	<b>Internal Quality Assurance Cell (IQAC)</b>	Validates performance through KPIs, conducts internal audits, maintains data for NAAC/UGC reporting, and promotes continuous quality improvement.

## B. Supporting Administrative and Functional Units

To operationalize the IDP effectively, several specialized units function under the guidance of SPC and IQAC:

Functional Unit	Core Responsibility
Office of the Registrar	Administrative coordination, communication with statutory bodies, and record management of all IDP actions.
Deans of Schools / Directors of Centres	Execution of pillar-specific initiatives, data submission to IQAC, and intra-school monitoring.
Finance & Accounts Office	Budget allocation, expenditure tracking, and resource utilization as per the approved DPR.
Human Resource and CFDI Cell	Faculty recruitment, appraisal, and professional-development programs linked to the Faculty Quality Improvement Pillar.
ICT Cell and CDLI	Implementation of digital-campus systems, data dashboards, and online reporting tools.
Examination Cell	Outcome-based evaluation reforms aligned with NEP 2020 and NHEQF.
Research and Innovation Directorate (DRI)	Management of research targets, funded projects, and innovation clusters.

## C. Accountability and Reporting Hierarchy

### 1. Department / School Level:

- Each School forms an *IDP Implementation Committee (IIC-School)* chaired by the Dean/HoD.
- Reports quarterly progress to IQAC and SPC.

### 2. Institutional Level:

- SPC consolidates reports from all Schools and Centres.
- IQAC validates data and KPI scores.
- A joint progress summary is prepared every six months.

### 3. University Level (Strategic Oversight):

- Vice-Chancellor reviews SPC-IQAC reports and presents the consolidated *Annual Strategic Progress Report (ASPR)* to the BoM.
- BoM reviews overall compliance, approves reforms, and issues strategic directions for the next cycle.

## D. Decision-Making and Communication Flow



This downward flow ensures timely decision-making, while a **reverse feedback loop** through quarterly and annual reports provides continuous upward communication to maintain transparency and accountability.

## E. Frequency of Meetings

Body / Unit	Frequency	Primary Agenda in IDP Context
BoM	Annual	Approve IDP targets, budgets, and review strategic outcomes.
Academic Council	Bi-annual	Curriculum reforms, academic KPIs, research integration.
SPC	Quarterly	Implementation review, resource prioritization, corrective actions.
IQAC	Quarterly + Annual Audit	Quality metrics validation, KPI tracking, best practice documentation.
School / Departmental Committees	Monthly	Operational execution, issue resolution, data reporting.

## F. Integration with External Regulatory Frameworks

The governance structure is fully aligned with:

- UGC (Deemed-to-be Universities) Regulations, 2023,
- UGC IDP Guidelines 2024,

- NEP 2020 Chapter 19 (Governance and Regulation), and
- NAAC Quality Indicator Framework (QIF).

This ensures that all IDP initiatives remain compliant with national standards and contribute to sustained accreditation excellence.

### **G. Outcome**

The Institutional Governance and Oversight Structure guarantees that every component of the IDP 2025–2040 is:

- Strategically supervised at the highest level,
- Operationally managed through accountable units,
- Quality-assured through IQAC, and
- Periodically reviewed for improvement through SPC and BoM.

Together, these mechanisms create a governance ecosystem that converts MRDU’s strategic intent into measurable institutional transformation.

## **6.2 ROLES OF SPC AND IQAC IN IDP MONITORING**

The Strategic Planning Committee (SPC) and the Internal Quality Assurance Cell (IQAC) together constitute the twin pillars of governance responsible for the implementation, monitoring, evaluation, and continuous improvement of the Institutional Development Plan (IDP) of Malla Reddy (MR) Deemed-to-be University.

While the SPC ensures strategic direction and institutional coordination, the IQAC provides quality assurance, data validation, and evidence-based evaluation of progress across all Foundational Pillars.

### **A. Strategic Planning Committee (SPC)**

#### **Composition**

The SPC is chaired by the Vice-Chancellor and includes members such as the Pro Vice-Chancellor / Registrar, Deans of Schools, Director (IQAC), Dean (Research and Innovation), Dean (Planning and Development), Controller of Examinations, Chief Finance Officer, and external experts from industry or academia.

The Committee meets **quarterly** and presents an annual strategic review to the **Board of Management (BoM)**.

## Core Roles and Responsibilities

Functional Area	SPC Responsibilities
<b>Strategic Alignment</b>	Ensure that all institutional policies, programs, and initiatives are aligned with the MRDU IDP (2025–2040), NEP 2020, and UGC-IDP Guidelines.
<b>Implementation Oversight</b>	Oversee execution of initiatives under each Foundational Pillar; coordinate between Schools, Centres, and Administrative Units.
<b>Resource Allocation</b>	Recommend priorities for infrastructure, research, faculty development, and digital initiatives in line with the 5-Year Rolling Plan.
<b>Performance Monitoring</b>	Review progress reports submitted by IQAC and institutional units; analyze KPI trends and achievement levels.
<b>Strategic Decision-Making</b>	Approve mid-course corrections, new initiatives, or reallocation of funds based on performance reviews.
<b>Reporting and Transparency</b>	Submit an <b>Annual Strategic Progress Report (ASPR)</b> to the Vice-Chancellor and Board of Management, summarizing achievements, challenges, and corrective measures.

## B. Internal Quality Assurance Cell (IQAC)

### Composition

The IQAC functions as the **statutory quality assurance and evaluation body** under NAAC guidelines, chaired by the **Vice-Chancellor** with the **Director (IQAC)** as coordinator. Members include Deans, senior faculty, administrative officers, and external quality experts.

### Core Roles and Responsibilities

Functional Area	IQAC Responsibilities
<b>Data Collection and Validation</b>	Collect KPI data from all Schools, Centres, and Cells; verify accuracy and evidence through periodic audits.
<b>Quality Assurance and Benchmarking</b>	Ensure academic and administrative processes conform to NAAC, NIRF, and UGC standards; benchmark outcomes against peer institutions.
<b>Performance Analysis</b>	Maintain the IDP Monitoring Dashboard (IMD); evaluate quarterly and annual progress for each Foundational Pillar.
<b>Feedback and Recommendations</b>	Provide evidence-based feedback to SPC for mid-course corrections and policy enhancements.

<b>Documentation and Reporting</b>	Publish the Annual Quality Assurance Report (AQAR) and contribute to the Annual Impact Report (MAIR) of MRDU.
<b>Continuous Improvement Mechanism</b>	Institutionalize best practices emerging from IDP monitoring into regular university operations.

### C. Collaborative Mechanism between SPC and IQAC

The SPC and IQAC operate in a **complementary and integrated mode** to ensure both strategic direction and quality validation. Their collaboration is governed by the following principles:

Aspect	SPC Function	IQAC Function
<b>Planning Stage</b>	Defines strategic goals, timelines, and responsibilities under each pillar.	Aligns these goals with quality indicators and regulatory frameworks.
<b>Implementation Stage</b>	Monitors activity completion, resource allocation, and inter-departmental coordination.	Collects evidence, tracks progress, and updates KPI databases.
<b>Review Stage</b>	Conducts quarterly and annual reviews; formulates corrective strategies.	Provides analytical data and quality audit inputs for SPC decisions.
<b>Reporting Stage</b>	Submits Annual Strategic Progress Report (ASPR) to BoM and UGC.	Submits Annual Quality Assurance Report (AQAR) and KPI summary to SPC.
<b>Sustainability Stage</b>	Integrates outcomes into long-term institutional planning.	Documents best practices and lessons learned for continuous improvement.

### D. Reporting and Review Cycle

1. **Quarterly Progress Review (QPR):** Conducted jointly by SPC and IQAC; focuses on immediate targets and deviations.
2. **Bi-Annual KPI Validation:** IQAC audits and updates the performance database in coordination with SPC.
3. **Annual Strategic Review:** SPC consolidates the IQAC reports, identifies bottlenecks, and recommends corrective actions.
4. **Five-Year Comprehensive Review:** Both SPC and IQAC collaborate to evaluate cumulative performance against IDP milestones and prepare inputs for the next rolling plan.

### **E. Outcome of SPC–IQAC Synergy**

By maintaining a strong feedback and data-driven coordination system, MRDU ensures that:

- Institutional goals remain strategically aligned and quality-assured;
- Every Foundational Pillar’s progress is monitored transparently;
- Evidence-based decisions guide academic, administrative, and infrastructural reforms; and
- The University sustains its trajectory toward achieving its Vision 2040 through excellence, accountability, and innovation.

**RISK MANAGEMENT AND  
SUSTAINABILITY PLAN**

## 7.0 RISK MANAGEMENT AND SUSTAINABILITY PLAN

Ensuring the long-term success of the Institutional Development Plan (2025–2040) requires proactive identification and management of potential risks that may affect academic, administrative, financial, and infrastructural operations. MRDU adopts an integrated **Risk Management and Sustainability Framework** grounded in preventive planning, resilience, and continual improvement.

### A. Categories of Institutional Risk

Domain	Potential Risks	Mitigation Approach
<b>Academic &amp; Research</b>	Delay in curriculum reforms, low research productivity	Continuous curriculum review; Research Monitoring Dashboard; faculty mentoring
<b>Financial</b>	Funding shortfall, cost overruns	Diversified funding sources; quarterly budget audits
<b>Infrastructure &amp; ICT</b>	Technological obsolescence, system failures	Annual technology upgrade plan; data-backup protocols
<b>Human Resource</b>	Attrition, skill gap	Faculty Development Programs; succession planning
<b>Regulatory Compliance</b>	Non-compliance with UGC/AICTE/NAAC norms	Regular policy audits; compliance calendar
<b>Environmental</b>	Energy waste, carbon footprint	Solar PV expansion; water-harvesting; solid-waste management

### B. Sustainability Strategies

- Adopt **green-campus practices** aligned with SDGs 7, 11, 13.
- Achieve **net-zero energy** status by 2038 through renewable-energy integration.
- Strengthen financial and operational sustainability through evidence-based planning.
- Institutionalize annual **Sustainability Audit** under IQAC and Estates Office.

### C. Outcome

By 2040, MRDU aims to be a **risk-resilient and environmentally sustainable campus**, capable of adapting to dynamic academic, technological, and social contexts while safeguarding institutional stability.

**FINANCIAL RESOURCE  
MOBILIZATION AND OPTIMIZATION  
PLAN**

## 8.0 FINANCIAL RESOURCE MOBILIZATION AND OPTIMIZATION PLAN

The achievement of MRDU's Vision 2040 depends upon robust and diversified financial strategies that ensure both **growth** and **self-sustenance**. This comprehensive plan serves as a roadmap for managing the university's resources effectively and sustainably, ensuring that MRDU can fulfill its core mission of providing high-quality education, conducting impactful research, and actively engaging with the community.

The financial plan encompasses a wide range of financial aspects, including:

- **Budgeting and Forecasting:** Accurate financial projections and resource allocation.
- **Financial Goals:** Clear objectives aligned with the university's strategic mission.
- **Cost Management:** Efficient use of resources and identification of cost-saving opportunities.
- **Capital Planning:** Strategic investment in infrastructure and facilities.
- **Long-Term Sustainability:** Ensuring the university's financial health and resilience.
- **Monitoring and Review:** Regular assessment and adjustment of the financial plan.

This comprehensive financial plan will guide MRDU's financial decision-making, resource allocation, and overall fiscal responsibility. It will enable the university to achieve financial stability, optimize resource utilization, and support its academic and research endeavors effectively. This plan provides the financial framework supporting IDP execution in accordance with UGC's *Guidelines for Financial Governance of HEIs*.

### 8.1 RESOURCE MOBILIZATION STRATEGIES and CAPITAL & OPERATIONAL EXPENDITURE PLAN

#### 8.1.1 Phase I (2025–2030): Institutional Development and Establishment

##### a) Resource Mobilization Strategy

MRDU must transition from a tuition-fee dependent model to a **diversified funding ecosystem** to support the ambitious research and infrastructure goals of the IDP.

Strategy Area	Focus & Initiative	Expected Outcome
<b>A. Research &amp; Innovation Income</b>	Establish a Technology Transfer Office (TTO). Secure seed funding for at least 15 young researchers annually. Target 5 major industry-sponsored research projects per year.	15% annual increase in non-governmental research grants and consultancies.
<b>B. Industry &amp; Alumni Engagement</b>	Diversify income streams by tapping into Corporate Social Responsibility (CSR) funds. Establish an Endowment Fund with a target	5–7 new industry collaborations providing scholarships, internships, or joint labs.

	corpus of ₹25 Crores by 2030, driven by the strong alumni base.	
<b>C. Service &amp; Commercialization</b>	Skill Enhancement Programs (SEPs): Launch specialized, short-term executive education and certification courses (e.g., AI/Data Science) for mid-career professionals to generate non-tuition revenue.	Generate 5% of total operating budget from paid certification/executive programs by 2028.
<b>D. Financial Governance</b>	Implement performance-based budgeting that links departmental allocations to measurable outcomes (NIRF scores, student intake, research output). Streamline and digitize budgeting systems for transparency and efficiency.	10% operational efficiency improvement by year 5

## b) Capital and Operational Expenditure Plan

The total estimated expenditure for Phase I must be allocated across the IDP's Ten Pillars. The recommended Relative Investment Percentage (RIP) below reflects the priority given to Technology, Research, and Infrastructure Modernization as the foundational requirements for achieving NEP 2020 goals and the Category-I status.

<b>Investment Category (Aligned to IDP Pillars)</b>	<b>Strategic Focus &amp; Key Initiatives</b>	<b>Relative Investment % (RIP)</b>	<b>CAPEX / OPEX Split</b>
1. Digital & Academic Transformation (Pillars 1 & 9)	Implementation of Academic Bank of Credits (ABC) and a robust Learning Management System (LMS). Upgrade all classrooms to Smart Classrooms for blended learning. New ERP/MIS for administrative automation.	30%	70% CAPEX (Hardware/Software Licenses) / 30% OPEX (Training/Maintenance)
2. Research & Innovation Ecosystem (Pillar 2 & 4)	Establishment of Centres of Excellence (CoE) in AI/Data Science. Procurement of advanced equipment for High-Tech Labs. Dedicated Seed	25%	60% CAPEX (Equipment) / 40% OPEX (Research Grants, Stipends, Travel)

	Funding for interdisciplinary research projects.		
3. Core Infrastructure Modernization (Pillar 5)	Construction/expansion of Student Hostels (to meet NEP 2020 GER targets). Enhancement of library/digital resource centers. Green Campus initiatives (e.g., solar power, water conservation) for cost-saving.	20%	85% CAPEX (Civil Work) / 15% OPEX (Green Technology Maintenance)
4. Human Resource Development (Pillar 7)	Faculty Development Programs (FDPs) focused on multidisciplinary teaching, IKS, and NEP implementation. Recruitment of highly qualified research-focused faculty (High Salary Packages).	15%	10% CAPEX (Training Equipment) / 90% OPEX (Salaries, FDP Costs, Incentives)
5. Student Support & Outreach (Pillars 6, 8, 10)	Enhancement of Scholarship and Financial Aid Framework (SFAF). Mentorship programs and Student Wellness Centre (SWC) expansion. Costs associated with NIRF/QS/NAAC preparation and branding efforts.	10%	100% OPEX (Scholarships, Counseling Salaries, Accreditation Fees)
<b>TOTAL</b>		<b>100%</b>	

### 8.1.2 Phase II (2031–2035): Growth and Consolidation

This phase focuses on expanding academic breadth, establishing a robust research ecosystem, and building key national and international partnerships. The financial strategy shifts from **CAPEX-dominant** to **OPEX-focused**, with significant capital investment targeting specialized research facilities.

### a). Resource Mobilization Strategy

Source of Revenue	Phase I (Base)	Phase II Focus
Student Fees	Core Revenue (50%+)	<b>Increased (60%+):</b> Due to diversification into high-demand, specialized programs and attracting higher fee-paying international students.
Grants & Sponsored Research	Moderate	<b>High Growth:</b> Dedicated Research Centers (R&D) become operational, successfully bidding for large government (e.g., DST, DBT) and international grants.
Consultancy & Industry Projects	Low	<b>Significant Growth:</b> Faculty actively engage in high-value corporate consulting and technology commercialization via the Technology Business Incubator (TBI).
Alumni & Endowment	Initial Campaign	<b>Active Cultivation:</b> Growing corpus for focused, project-based funding (e.g., funding a specific research chair).

### b). Capital and Operational Expenditure Plan

The **Relative Investment Percentage (RIP)** moves CAPEX down and scales OPEX significantly to drive quality metrics (Faculty/Student Ratio and initial Research Impact).

Expenditure Category	Strategic Objective (IDP Goal)	Relative Investment Percentage (RIP)	CAPEX / OPEX Focus
<b>I. CAPEX (Total: ~35%)</b>	<b>Specialized Infrastructure</b>	<b>35%</b>	
<b>Specialized R&amp;D Infrastructure</b>	Establish 5-7 Interdisciplinary Research Centers (IRCs) and advanced instrumentation facilities.	<b>15%</b>	CAPEX
<b>Core Physical Infrastructure</b>	Maintenance, minor campus extensions, and enhancing accessibility (Divyangjan Act 2016 compliance).	<b>10%</b>	CAPEX
<b>Digital Infrastructure Upgrade</b>	Implementing advanced ERP, data analytics tools, and moving to secure cloud/AI-enabled platforms for teaching and research.	<b>10%</b>	CAPEX

<b>II. OPEX (Total: ~65%)</b>	<b>Talent &amp; Research Stimulation</b>	<b>65%</b>	
<b>Academic &amp; HR (Salaries, Incentives)</b>	Recruit and retain high-caliber faculty (domestic & international) to lower the Faculty-to-Student ratio (1:15 target).	<b>35%</b>	OPEX
<b>Research &amp; Innovation Grants (R&amp;D)</b>	Seed grants, payment for high-quality journal publications, IP filing costs, and research travel subsidies (to boost Citation per Faculty).	<b>15%</b>	OPEX
<b>Strategic &amp; International Initiatives</b>	Sustained funding for faculty/student exchange, dual-degree program subsidies, and initial global brand marketing.	<b>10%</b>	OPEX
<b>Administration &amp; Maintenance</b>	Day-to-day operational costs, streamlined by digital tools for greater efficiency.	<b>5%</b>	OPEX

### 8.1.3 Phase III (2036–2040): Excellence and Global Leadership

This final phase is the push for world-class status, targeting **Top 50 NIRF** and **Top 200 QS Asia**. The financial plan is highly leveraged toward high-value, quality-driven **OPEX** that directly impacts global ranking indicators (Academic Reputation, Citations, Internationalization).

#### a) Resource Mobilization Strategy

<b>Source of Revenue</b>	<b>Phase II (Base)</b>	<b>Phase III Focus</b>
<b>Student Fees</b>	High	<b>Sustained/Premium:</b> Increased fees for top-ranked programs; stable core revenue.
<b>Grants &amp; Sponsored Research</b>	High	<b>Maximized:</b> Focus shifts to winning large, multi-institutional, international consortium grants.
<b>Consultancy &amp; Industry Projects</b>	Significant	<b>Elite:</b> High-value, specialized industry consultancy and commercialization of patented technologies.
<b>Alumni &amp; Endowment</b>	Active Cultivation	<b>Primary Driver:</b> The Endowment Fund becomes a major, stable source for funding Chairs, scholarships, and R&D.

## b) Capital and Operational Expenditure Plan

In this phase, OPEX accounts for a massive **85%** of the total budget, as the physical institution is fully developed, and investment is focused entirely on intellectual capital and global presence.

Expenditure Category	Strategic Objective (IDP Goal)	Relative Investment Percentage (RIP)	CAPEX / OPEX Focus
<b>I. CAPEX (Total: ~15%)</b>	<b>Refinement &amp; Technology Refresh</b>	<b>15%</b>	
<b>Specialized R&amp;D Infrastructure</b>	Replacement/upgrade of existing instrumentation with cutting-edge, next-generation research technology (e.g., quantum computing access, high-end microscopy).	<b>5%</b>	CAPEX
<b>Core Physical Infrastructure</b>	Maintenance and <b>sustainability upgrades</b> (e.g., green building certification, advanced energy systems).	<b>5%</b>	CAPEX
<b>Digital Infrastructure Upgrade</b>	Continuous renewal of licenses, cybersecurity infrastructure, and high-performance computing (HPC) facilities.	<b>5%</b>	CAPEX
<b>II. OPEX (Total: ~85%)</b>	<b>World-Class Talent &amp; Impact</b>	<b>85%</b>	
<b>Academic &amp; HR (Salaries, Incentives)</b>	<b>Premium salaries</b> to retain Top 1% global faculty and fund numerous distinguished <b>Research Chairs</b> .	<b>45%</b>	OPEX
<b>Research &amp; Innovation Grants (R&amp;D)</b>	<b>Large, long-term internal grants</b> to support multi-year projects; financial bonuses for high-citation research output (to maximize Citations per Faculty score).	<b>25%</b>	OPEX
<b>Strategic &amp; International Initiatives</b>	<b>Full subsidies</b> for high-impact international student recruitment, global academic conference hosting, and institutional brand campaigns (to boost Academic/Employer Reputation).	<b>10%</b>	OPEX
<b>Administration &amp; Maintenance</b>	Highly efficient, minimal overhead due to fully optimized digital processes.	<b>5%</b>	OPEX

## 8.2 KEY PERFORMANCE INDICATORS (KPIs) FOR FINANCIAL ENABLERS

The following targets demonstrate the planned transition towards a highly diversified and competitive funding ecosystem for MRDU:

Key Performance Indicator (KPI)	Phase I (2030 Target - Establishment Base)	Phase II (2035 Target - Growth & Consolidation)	Phase III (2040 Target - Excellence & Global Leverage)
<b>1. Non-Tuition Revenue</b> <i>(% of Total Institutional Income)</i>	<b>20%</b> <i>(Primary dependency on fees &amp; govt. grants)</i>	<b>35%</b> <i>(Significant contribution from grants and consultancy)</i>	<b>50%</b> <i>(Achieve financial self-sustenance)</i>
<b>2. Research Grants</b> <i>(Annual Inflow from Competitive Grants)</i>	<b>₹5 Crore</b>	<b>₹25 Crore</b> <i>(Scaling up of national/international projects)</i>	<b>₹50 Crore+</b> <i>(Securing large, multi-institutional global grants)</i>
<b>3. Commercialization Revenue</b> <i>(from IP/TBI Spin-offs)</i>	<b>₹50 Lakh</b> <i>(Initial patents and incubation fees)</i>	<b>₹5 Crore</b> <i>(Successful technology licensing and spin-off equity)</i>	<b>₹15 Crore</b> <i>(High-value technology transfer and commercialized products)</i>
<b>4. Endowment Corpus</b> <i>(Total Accumulated Fund Value)</i>	<b>₹10 Crore</b> <i>(Initial campaign established)</i>	<b>₹50 Crore</b> <i>(Major endowment drive completion)</i>	<b>₹150 Crore+</b> <i>(Corpus provides substantial recurring annual revenue)</i>
<b>5. Operational Efficiency</b> <i>(Non-Academic OPEX as % of Total OPEX)</i>	<b>40%</b> <i>(Streamlining initial processes)</i>	<b>30%</b> <i>(Targeted reduction through full digital automation)</i>	<b>25%</b> <i>(Leanest, most optimized administrative cost structure)</i>
<b>6. International Revenue</b> <i>(% of Total Non-Tuition Revenue)</i>	<b>5%</b> <i>(Initial student/program fees)</i>	<b>15%</b> <i>(Growth in international student recruitment and partnerships)</i>	<b>25%</b> <i>(Stable, high-value source from global collaborations)</i>

## 8.3. FINANCIAL OPTIMIZATION

- Outcome-based budget allocation linked to Foundational Pillars.
- Implementation of an ERP-based financial-management system.
- Periodic internal and statutory audits to ensure accountability.
- Adoption of green-procurement and e-governance practices to reduce overheads.

## 8.4. OUTCOME

By 2040, MRDU will sustain a **financially autonomous ecosystem** capable of reinvesting surplus funds into research, innovation, and community development, ensuring continued institutional growth without compromising quality.

**REVIEW AND CONTINUOUS  
IMPROVEMENT**

## 9.0 REVIEW AND CONTINUOUS IMPROVEMENT

MRDU shall ensure that its **Institutional Development Plan (2025 – 2040)** remains a living, evolving framework that reflects national reforms, institutional priorities, and continuous performance improvement.

1. The Strategic Planning Committee (SPC), in coordination with the Internal Quality Assurance Cell (IQAC), shall review the IDP once every three (3) years or earlier if directed by the Board of Management (BoM) or the University Grants Commission (UGC).
2. The review shall assess:
  - *Achievement of strategic goals and KPIs across the Ten Foundational Pillars;*
  - *Integration with UGC, NAAC, and NIRF frameworks;*
  - *Resource utilization, financial sustainability, and risk mitigation;*
  - *Alignment with NEP 2020 policy reforms and emerging higher-education trends.*
3. Mid-term updates shall be documented as part of the Five-Year Rolling Implementation Plan and Annual Impact Reports (MAIR) prepared jointly by the SPC and IQAC.
4. Proposed modifications will be reviewed by the Registrar, recommended by the Vice-Chancellor, and approved by the BoM.
5. The IQAC shall maintain version control, archival documentation, and evidence for accreditation and external audit purposes.
6. The revised IDP shall be circulated to all Schools, Centres, and Administrative Divisions and uploaded on the MRDU website to ensure transparency and stakeholder engagement.

## 10. CONCLUSION

The Institutional Development Plan (2025–2040) of MRDU serves as a comprehensive roadmap for achieving sustained excellence in teaching, research, innovation, and societal engagement. Anchored in the vision of transforming MRDU into a globally recognized centre of multidisciplinary learning and innovation, the plan delineates strategic priorities, phased implementation frameworks, and measurable performance indicators aligned with the University Grants Commission (UGC) Institutional Development Plan Guidelines (2024) and the National Education Policy (NEP) 2020.

The IDP reflects MRDU’s collective commitment to inclusive growth, academic excellence, and research-driven societal impact. By systematically integrating its Ten Foundational Pillars with robust governance mechanisms, periodic performance reviews, and a data-driven evaluation framework, the University ensures that every strategic initiative contributes to the realization of its Vision 2040.

The successful execution of this plan will not only strengthen MRDU’s academic reputation and institutional resilience but also contribute meaningfully to the national higher education landscape. Through continuous reflection, review, and reform, MRDU aspires to evolve into a model Deemed-to-be University of global standards, **embodying** innovation, inclusivity, and integrity in all its endeavours.

# Annexures

## Annexures I & II

*(Integration and Monitoring of the Institutional Development Plan, 2025–2040)*

The *Institutional Development Plan (IDP 2025–2040)* of MRDU establishes a visionary framework for fifteen years of integrated academic, research, and infrastructural transformation.

To ensure that this vision is **translated into actionable, measurable, and continuously improvable outcomes**, two essential supporting annexures: **Annexure I** and **Annexure II** are provided as integral components of the Plan.

**Annexure I – Consolidated Phased Implementation Plan (2025–2040)** outlines the *sequenced, time-bound translation* of MRDU’s Ten Foundational Pillars into specific activities and initiatives distributed across three five-year strategic cycles:

- **Foundation Phase (2025 – 2030)** – Establishment of systems, centres, and baseline capacities;
- **Expansion Phase (2031 – 2035)** – Scaling, consolidation, and diversification of programs;
- **Excellence Phase (2036 – 2040)** – Institutional maturity, global benchmarking, and sustainability.

Each cycle synchronizes with the *Development Project Report (DPR)* and the *Strategic Plan for Deemed-to-be-University Transition*, ensuring fiscal feasibility and policy alignment. The framework serves as a bridge between strategic intent and operational execution.

**Annexure II – Monitoring and Evaluation Framework (2025–2040)** establishes the *institutional quality assurance mechanism* for tracking the progress of each Foundational Pillar through a set of Key Performance Indicators (KPIs), baseline values, and target milestones. It integrates with the University’s **Internal Quality Assurance Cell (IQAC)** and **Strategic Planning Committee (SPC)** review systems to create a continuous feedback loop that:

1. Measures the extent of implementation against approved KPIs;
2. Enables data-driven decision-making and mid-course correction; and
3. Ensures accountability, transparency, and alignment with UGC-IDP Guidelines (2024) and NEP 2020 objectives.

Together, Annexure I and Annexure II convert MRDU’s Institutional Development Plan into a living, dynamic management instrument that not only guides implementation but also monitors institutional performance, promotes evidence-based governance, and sustains a culture of excellence across the University through 2040 and beyond.

# Annexure I

## Consolidated Phased Implementation Plan (2025 – 2040)

### Purpose

This Annexure presents a consolidated summary of phased implementation milestones. It aligns project execution timelines with the strategic objectives and policy directions outlined in MRDU's *Institutional Development Plan (2025 – 2040)*.

Each Foundational Pillar is planned over **three rolling five-year cycles**—Foundation (2025 – 2030), Expansion (2031 – 2035), and Excellence (2036 – 2040).

S.No.	Foundational Pillar	2025 – 2030 (Fundamentals & Establishment)	2031 – 2035 (Expansion & Consolidation)	2036 – 2040 (Excellence & Sustainability)	Lead Responsible Units
1	<b>Academic Excellence</b>	Curriculum redesign (OBE–CBCS 2.0); AICRC established; faculty OBE training; LMS integration	Interdisciplinary degrees; MEES execution; 20 skill modules; global credit MoUs	AI-based learning analytics; joint degrees with foreign universities; curriculum review cycle institutionalized	Academic Council / IQAC / Deans
2	<b>Research &amp; Innovation</b>	DRI formed; Seed Grant Scheme; 3 CoEs; IPR Cell	Doctoral / Post-Doctoral Fellowships; Industry-sponsored labs; Innovation Clusters	Research Park; 1000 patents; international consortia; Category-I research status	DRI / BIC / IQAC
3	<b>Collaborations &amp; Networking</b>	OINC setup; 25 domestic MoUs; knowledge networks	10 international MoUs; joint research; knowledge summits	MRDU Global Partnership Network; dual-degree programs; Regional Academic Cluster	OINC / IQAC
4	<b>Industry &amp; Entrepreneurship</b>	IAB constituted; BIC strengthened; 50 industry MoUs	₹ 5 Cr Start-up Fund; MRDU–Industry Fellowships; Start-up Expo	Innovation & Enterprise Park; 50 patent commercialization; Global Entrepreneurship Network	IAB / BIC / EDC
5	<b>Infrastructure Development &amp; Modernization</b>	Campus Master Plan; Smart Classrooms; 500 kW solar plant	Convention Centre; Digital Library; Green Energy Monitoring System	Net-Zero Campus; Research Park; LEED/GRIHA 5-Star certification	Estates / Planning / IQAC
6	<b>Student Welfare &amp; Engagement</b>	DSW established; Mentor–Mentee System; Wellness Centre	ISDF implemented; Student Parliament; expanded scholarships	Student Success & Global Engagement Centre; Leadership Fellowships	DSW / IQAC

<b>7</b>	<b>Faculty Quality Improvement</b>	CFDI created; PBAS implemented; FDP series	Research Incentive Grants; International Exchange; Leadership Training	FAAL launched; AI-based Faculty Analytics; $\geq 75$ % Ph.D. faculty	HR / CFDI / IQAC
<b>8</b>	<b>Inclusive Growth &amp; Development</b>	EODC formed; Accessibility Audit; Scholarship Portal	IERC & WLEF established; Community Connect Program	CSII operational; Barrier-free Campus certified	EODC / WLEF / IQAC
<b>9</b>	<b>Technology Integration &amp; Transformation</b>	Digital Campus ERP + LMS; CDLI established	AI-Driven Academic Analytics; Cybersecurity Cell	Smart Campus Command Centre; Digital Twin of Campus	ICT Cell / CDLI / IQAC
<b>10</b>	<b>Institutional Branding &amp; Reputation</b>	OSCB setup; brand manual; NIRF Top 100 target	QS/THE ranking participation; Alumni Fellowships; media outreach	Annual Impact Report; Category-I status; Brand Index $\geq 4.8$	OSCB / IRBC / IQAC

## Annexure II

### Monitoring and Evaluation Framework (2025 – 2040)

#### Purpose

This framework defines the institutional mechanism for measuring, reviewing, and reporting the progress of MRDU's *Institutional Development Plan (2025 – 2040)*. It integrates Key Performance Indicators (KPIs) from all ten Foundational Pillars with annual and five-year review cycles managed by the Internal Quality Assurance Cell (IQAC) and the Strategic Planning Committee (SPC).

#### A. Governance Structure for IDP Monitoring

Level	Constituting Body / Office	Primary Functions	Reporting Frequency
<b>Level 1 – Execution</b>	<i>School Deans, HoDs, Cell Coordinators</i>	Execute activities & collect KPI data.	Quarterly
<b>Level 2 – Quality Monitoring</b>	<i>IQAC &amp; Institutional Data Centre</i>	Validate data, compute KPI scores, prepare dashboards.	Bi-annual
<b>Level 3 – Strategic Review</b>	<i>Strategic Planning Committee (SPC)</i>	Evaluate goal attainment; recommend mid-course corrections.	Annual
<b>Level 4 – Oversight</b>	<i>Vice-Chancellor &amp; Board of Management</i>	Approve reforms, allocate budgets, publish impact reports.	Annual / 5-year

## B. KPI Monitoring Matrix

S.No	Foundational Pillar	Key Performance Indicators (KPIs)	Baseline (2024-25)	Target	Monitoring Frequency	Responsible Unit(s)
1	<b>Academic Excellence</b>	% programs aligned with NHEQF; Graduate Outcome Attainment (GOA)	20 % / 1.8	100 % / 3.8 / 4.0 / 4.2	Annual	IQAC / Deans
2	<b>Research &amp; Innovation</b>	External Funding (₹ Cr); Publications; Patents	5.64 Cr / 2210 / 648	30 Cr / 800 / 1000+	Bi-annual	DRI / BIC
3	<b>Collaborations &amp; Networking</b>	Active MoUs; International Projects	25 / 5	100 / 30	Annual	OINC
4	<b>Industry &amp; Entrepreneurship</b>	Start-ups Incubated; Industry Internships	27 / 1000	150 / 2000	Annual	BIC / EDC
5	<b>Infrastructure &amp; Modernization</b>	Built-up Area (m <sup>2</sup> ); Smart Classrooms %; Energy Share Solar %	42,952 / 70 / 10	90,000 / 100 / 60	Annual	Estates / Energy Cell
6	<b>Student Welfare &amp; Engagement</b>	Mentorship Coverage %; Student Satisfaction (1–5)	100 / 3.0	100 / 4.7	Annual	DSW / IQAC
7	<b>Faculty Quality Improvement</b>	% Ph.D. Faculty; FDPs / Year	35 / 12	75 / 50	Bi-annual	CFDI / HR
8	<b>Inclusive Growth &amp; Development</b>	Scholarship Beneficiaries %; Gender Ratio F:M ; Barrier-Free Compliance %	10 / 60:40 / 60	40 / 50:50 / 100	Annual	EODC / WLEF
9	<b>Technology Integration &amp; Transformation</b>	ERP Integration %; Smart Classrooms %; Cybersecurity Level	50 / 70 / 0	100 / 100 / 4	Quarterly (Audit)	ICT Cell / CDLI
10	<b>Branding &amp; Reputation</b>	NIRF Rank; QS Asia Rank; Brand Index (1–5)	Band / – / 3.0	50 / 200 / 4.8	Annual	OSCB / IRBC / IQAC

### C. Evaluation & Reporting Cycle

1	<b>Quarterly Operational Review</b>	Each School / Cell submits KPI status to IQAC Dashboard.
2	<b>Bi-Annual Quality Review</b>	IQAC validates evidence, computes achievement index.
3	<b>Annual Strategic Review</b>	SPC and Vice-Chancellor evaluate progress; corrective actions issued.
4	<b>Five-Year Rolling Review</b>	Comprehensive audit aligned with DPR update cycle.
5	<b>External Audit &amp; Transparency</b>	Outcomes published in <i>MRDU Annual Impact Report (MAIR)</i> and uploaded to University Website.

### D. Tools and Systems

1	<b>IDP Monitoring Dashboard (IMD)</b>	Real-time KPI tracking integrated with ERP.
2	<b>Institutional Data Repository (IDR)</b>	Evidence storage for NAAC, NIRF, UGC audits.
3	<b>Outcome Scoring Model (OSM)</b>	IQAC's analytics tool assigning 1–5 scale performance index.
4	<b>Annual Impact Report (MAIR)</b>	Public transparency document summarizing yearly achievements.

### E. Performance Review Methodology

Parameter	Computation Basis	Review Agency	Decision Outcome
<b>Achievement Score</b>	$(\text{Achieved Value} / \text{Target Value}) \times 100$	IQAC	Performance Level (Excellent / Good / Needs Improvement)
<b>Impact Index</b>	Weighted average of Pillar Scores	SPC	Strategic Re-alignment Actions
<b>Compliance Audit</b>	Cross-check with UGC-IDP Guidelines and NEP KPIs	External Audit Committee	Corrective Action Plan
<b>Reward Mechanism</b>	> 90 % achievement = Recognition / Incentive	VC Office	Faculty & Departmental Awards

## F. Reporting Templates

1	Quarterly Progress Sheet (QPS)	executed activities, KPI status, evidence link.
2	Annual Performance Summary (APS)	comparative analysis vs. previous year.
3	Five-Year Consolidated Evaluation Report (FCER)	integrated review aligning DPR rolling plan with IDP outcomes.

## G. Outcome

By 2040, MRDU will maintain a data-driven institutional quality cycle, where each Foundational Pillar is continuously reviewed, benchmarked, and improved through transparent KPI evaluation and strategic feedback.

## Annexure III

### IMPLEMENTATION PLAN FOR ACADEMIC PROGRAMMES

#### (15 YEARS PLAN)

S.No	School / Program Name	Academic Year														
		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11	Y12	Y13	Y14	Y15
<b>SCHOOL OF ENGINEERING</b>																
1	Bachelor of Electrical and Electronics Engineering	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
2	Bachelor of Electronics and Communication Engineering	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
3	Bachelor of Mechanical Engineering	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
4	Bachelor of Computer Science and Engineering	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
5	Bachelor of Civil Engineering	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
6	Bachelor of Information Technology	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
7	Bachelor of Computer Science and Engineering - AI&ML	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
8	Bachelor of Computer Science and Engineering - IOT	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
9	Bachelor of Computer Science and Engineering - CS	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
10	Bachelor of Computer Science and Engineering - DS	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
11	Master of Structural Engineering – (CE)	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
12	Master of Computer Science Engineering	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
13	Master of Data Science	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
14	Master of Artificial Intelligence	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
15	Master of Electric Power Systems	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
16	Master of VLSI & Embedded Systems	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
17	Master of Additive manufacturing	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√

18	Master of Robotics						√	√	√	√	√	√	√	√	√	√
19	Master of Electric Vehicle Technology		√	√	√	√	√	√	√	√	√	√	√	√	√	√
20	Master of Transportation Engineering – (CE)		√	√	√	√	√	√	√	√	√	√	√	√	√	√
21	Doctoral in Computer Science Engineering		√	√	√	√	√	√	√	√	√	√	√	√	√	√
22	Doctoral in Electronics and Communication Engineering		√	√	√	√	√	√	√	√	√	√	√	√	√	√
23	Doctoral in Electrical and Electronics Engineering			√	√	√	√	√	√	√	√	√	√	√	√	√
24	Doctoral in Mechanical Engineering				√	√	√	√	√	√	√	√	√	√	√	√
25	Doctoral in Civil Engineering					√	√	√	√	√	√	√	√	√	√	√
	<b>SCHOOL OF COMMERCE AND MANAGEMENT</b>															
1	Bachelor of Business Administration	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
2	Bachelor of Business Administration- Business Analytics		√	√	√	√	√	√	√	√	√	√	√	√	√	√
3	Bachelor of Commerce			√	√	√	√	√	√	√	√	√	√	√	√	√
4	Master of Business Administration	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
5	Master of Commerce				√	√	√	√	√	√	√	√	√	√	√	√
6	Doctoral in Management			√	√	√	√	√	√	√	√	√	√	√	√	√
	<b>SCHOOL OF SCIENCE</b>															
1	B.Sc (Maths, Statistics, Computers) (4 Year Hons)		√	√	√	√	√	√	√	√	√	√	√	√	√	√
2	B.Sc (Maths, Physics, Chemistry) (4 Year Hons)		√	√	√	√	√	√	√	√	√	√	√	√	√	√
	<b>SCHOOL OF LEGAL SCIENCE</b>															
1	Bachelor of Laws (LL.B)			√	√	√	√	√	√	√	√	√	√	√	√	√
2	Masters of Laws (LL.M)				√	√	√	√	√	√	√	√	√	√	√	√
	<b>SCHOOL OF HUMANITIES AND SOCIAL SCIENCES</b>															
	<b>Department of Language and Linguistics</b>															
1	Bachelor of Applied Linguistics and Transitional Studies (Hons)				√	√	√	√	√	√	√	√	√	√	√	√
2	Master of Language Science					√	√	√	√	√	√	√	√	√	√	√
3	Master of Language Technology						√	√	√	√	√	√	√	√	√	√

4	Master of Computational Linguistics							√	√	√	√	√	√	√	√	√
5	Master of English Language and Literature								√	√	√	√	√	√	√	√
6	Doctoral in English Language and Literature									√	√	√	√	√	√	√
	<b>Department of Social and Cognitive Sciences</b>															
1	Bachelor of Sociology (4 Year Hons)				√	√	√	√	√	√	√	√	√	√	√	√
2	Bachelor of Psychology (4 Year Hons)					√	√	√	√	√	√	√	√	√	√	√
3	Bachelor of Economics (4 Year Hons)						√	√	√	√	√	√	√	√	√	√
4	Bachelor of Cognitive Sciences (4 Year Hons)							√	√	√	√	√	√	√	√	√
	<b>SCHOOL OF NATURAL RESOURCES AND SUSTAINABLE DEVELOPMENT</b>															
1	Bachelor of Eco System and Environment (4 Year Hons)					√	√	√	√	√	√	√	√	√	√	√
2	Bachelor of Natural Resources (4 Year Hons)						√	√	√	√	√	√	√	√	√	√
3	Bachelor of Water Resources and Technology (4 Year Hons)							√	√	√	√	√	√	√	√	√
4	Bachelor of Energy and Alternate Energy Sources (4 Year Hons)								√	√	√	√	√	√	√	√
5	Bachelor of Climate Change Mitigation and Preparedness (4 Year Hons)									√	√	√	√	√	√	√
6	Master of Geospatial & Drone Technology and GIS								√	√	√	√	√	√	√	√
7	Master of Soil and Water Resources Management									√	√	√	√	√	√	√
8	Doctoral in Natural resources and sustainable development										√	√	√	√	√	√

## Annexure IV

### IMPLEMENTATION PLAN FOR STUDENTS ADMISSION (2025 -2040)

MR DTBU will adopt a rolling admissions policy to streamline the application process and provide timely admission decisions. This approach will allow qualified applicants to secure admission early and potentially receive scholarships or other benefits. By evaluating applications on a rolling basis, the university can effectively plan and allocate resources for incoming students.

#### Admission Sources:

- Conduct “MR – Common Entrance Test” to admit the students in the proposed university across the country.
- Scholarships will be provided for meritorious students to take admission in the proposed university.

Program/ A.Y	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11	Y12	Y13	Y14	Y15
UG	1260	1620	1800	2080	2300	2640	2640	2640	2640	2640	3600	3600	3600	3600	3600
PG	240	310	340	530	630	720	720	720	720	720	750	750	750	750	750
PhD	–	20	40	50	60	80	80	80	80	80	160	160	160	160	160
<b>Total</b>	<b>1500</b>	<b>1950</b>	<b>2180</b>	<b>2660</b>	<b>2990</b>	<b>3440</b>	<b>3440</b>	<b>3440</b>	<b>3440</b>	<b>3440</b>	<b>4510</b>	<b>4510</b>	<b>4510</b>	<b>4510</b>	<b>4510</b>

*Note:* This plan is only for the students admitted under MRDU.

## Annexure V

### IMPLEMENTATION PLAN FOR FACULTY RECRUITMENT (2025-2040)

#### Teacher – Student Ratio:

MRDU aims to maintain a Teacher - Student ratio of approximately 1:15. This ratio will be carefully monitored and adjusted as necessary to ensure that students receive adequate attention and support from faculty members.

Faculty will be recruited following the MHRD/AICTE/UGC norms and qualifications.

Faculty/Resource Person	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11	Y12	Y13	Y14	Y15
Student Admission	1500	3450	5630	8290	9780	11270	12530	13310	13760	13760	14830	15900	16970	18040	18040
Faculty Recruitment (Target 1:15 TSR)	100	230	375	553	652	751	835	887	917	917	989	1060	1131	1203	1203
<b>Appointment of Faculty Members (Regular)</b>															
(i) Professor	11	26	42	61	72	83	93	99	102	102	110	118	126	134	134
(ii) Associate Professor	22	51	83	123	145	167	186	197	204	204	220	236	251	267	267
(iii) Assistant Professor	67	153	250	368	435	501	557	592	612	612	659	707	754	802	802
<b>Total</b>	<b>100</b>	<b>230</b>	<b>375</b>	<b>553</b>	<b>652</b>	<b>751</b>	<b>835</b>	<b>887</b>	<b>917</b>	<b>917</b>	<b>989</b>	<b>1060</b>	<b>1131</b>	<b>1203</b>	<b>1203</b>

**LIST OF ABBREVIATIONS USED IN IDP**

<b>S.No.</b>	<b>Abbreviation</b>	<b>Full Form / Description</b>
1	ABC	Academic Bank of Credits
2	AICTE	All India Council for Technical Education
3	AICRC	Academic Innovation and Curriculum Reform Centre
4	ARAO	Alumni Relations and Advancement Office
5	BRI	Brand Reputation Index
6	CAS	Career Advancement Scheme
7	CBCS	Choice-Based Credit System
8	CCP	Community Connect Program
9	CDGC	Cybersecurity and Data Governance Cell
10	CDLI	Centre for Digital Learning and Innovation
11	CFDI	Centre for Faculty Development and Innovation
12	CSII	Centre for Social Innovation and Inclusivity
13	DSW	Directorate of Student Welfare
14	DRI	Directorate of Research and Innovation
15	EOC	Equal Opportunity Cell
16	ERP	Enterprise Resource Planning
17	FAAL	Faculty Academy for Academic Leadership
18	FRDP	Faculty Recruitment and Development Policy (HR Policy)
19	FRIP	Faculty Research Incentive Policy
20	GEMS	Green Energy Management System
21	IAI	Inclusion and Accessibility Index
22	IAB	Industry–Academia Board
23	IC	Innovation Council
24	ICC	Internal Complaints Committee
25	ICT	Information and Communication Technology
26	IDLP	Inclusive Digital Learning Program
27	IER	Institutional Evaluation Report
28	IERC	Inclusive Education Resource Centre
29	IIC	Institution’s Innovation Council
30	IMD	IDP Monitoring Dashboard
31	IQAC	Internal Quality Assurance Cell
32	IRBC	Institutional Ranking and Benchmarking Cell
33	ISDF	Integrated Student Development Framework
34	LMS	Learning Management System
35	MAIR	MRDU Annual Impact Report

36	MEES	Multiple Entry–Exit System
37	MGAFP	MRDU Global Alumni Fellowship Program
38	MGPN	MRDU Global Partnership Network
39	MIEP	MRDU Innovation and Enterprise Park
40	MICS	MRDU Impact Communication Strategy
41	MDCI	MRDU Digital Campus Initiative
42	NAAC	National Assessment and Accreditation Council
43	NCCE	National Commission for Colleges of Education
44	NCP	National Credit Framework Policy
45	NHEQF	National Higher Education Qualifications Framework
46	NIRF	National Institutional Ranking Framework
47	NISP	National Innovation and Start-up Policy
48	NPST-HE	National Professional Standards for Teachers – Higher Education
49	NEP	National Education Policy (2020)
50	OBE	Outcome-Based Education
51	OINC	Office of International and National Collaborations
52	OSCB	Office of Strategic Communication and Branding
53	OSRC	Outreach and Social Responsibility Cell
54	PBAS	Performance-Based Appraisal System
55	QPS	Quarterly Progress Sheet
56	RAC	Regional Academic Cluster
57	RPwD	Rights of Persons with Disabilities Act (2016)
58	SDG	Sustainable Development Goal
59	SFAF	Scholarship and Financial Aid Framework
60	SFAO	Scholarship and Financial Aid Office
61	SPC	Strategic Planning Committee
62	SRIF	Student Research and Innovation Fund
63	SSC	Student Support Cell
64	SWAYAM	Study Webs of Active-Learning for Young Aspiring Minds
65	SWC	Student Wellness Centre
66	TBI	Technology Business Incubator
67	WLEF	Women’s Leadership and Empowerment Forum

## MALLA REDDY (MR) DEEMED TO BE UNIVERSITY

### DOCUMENT CONTROL SHEET

<b>Document Title</b>	<b>Institutional Development Plan (2025 – 2040)</b>
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1.0	0	01 Nov 2025	First comprehensive institutional version integrating MRDU Strategic Plan and DPR; aligned with UGC IDP Guidelines 2024 and NEP 2020; structured under 10 Foundational Pillars with KPI-based monitoring and governance mechanism.	Dean (IQAC) & SPC	BoM