STRATEGIC PLAN
2024-2029

**(Draft approved in 29th meeting of IQAC held on
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IFTM UNIVERSITY

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IFTM University
Moradabad.

ABOUT THE UNIVERSITY

IFTM University, since its inception in 2010 has grown tremendously and has made a major transformative impact on the society through continual innovation in education, research, creativity, and entrepreneurship. IFTM University was established under Section 2(f) of UGC Act 1956 by UP government vide IFTM University Act No. 24 of 2010. It is situated in the rural area of Moradabad district of Uttar Pradesh. Moradabad is known as Brass City. On one hand, it caters to the educational needs of export city Moradabad and on the other hand to the rural and backward areas of region. The primary purpose of the University is to provide a learning environment in which faculty, staff and students can discover, critically examine, preserve and transmit knowledge, wisdom and values. The University is NAAC accredited with grade "A" and CGPA 3.14.

Within a span of 14 years, the University has brought laurels to the state of Uttar Pradesh through its contribution towards innovative education processes, global presence in academics and research through different projects, publications, articulation programs and MoUs. The sprawling campus of the University provides state-of-the-art facilities and ambience for a conducive learning environment programs. The curriculum is delivered in spacious, smart classrooms and in well-equipped modern laboratories. Additionally, students are encouraged and provided relevant facilities to participate in co-curricular and extra-curricular activities through different clubs. The University offers 81 programs; all of which are designed to be industry-relevant at diploma, under-graduate, post-graduate and doctoral level in Engineering, Business Management, Pharmacy, Biotechnology, Microbiology, Arts, Sciences, Commerce, Hotel Management & Catering Technology, Law, Education, Journalism & Mass Communication, Agricultural Science & Engineering and Computer Science & Applications, etc. which are reviewed and revised time to time as per the need of industry and society.

IFTM University is conscious of the current global challenges including the global socio-economic, political and cultural contexts, the technological advances, need for quality assurance, the aspirations of today's youth and, the need for bringing forth creativity, innovation and research to solve the problems of today's world.

The University is unwavering in the pursuit of its mission through multi-stakeholder consultative approach, wherein students, faculty, staff, alumni, industry and community at large play a meaningful role in its growth and evolution. It perceives higher education as a means of achieving peace and development for all. It remains committed to promoting the development and well-being of all those associated with it in any capacity and those who consistently make efforts to take this institution to greater heights.

PREAMBLE

The Strategic Plan 2024-2029 of IFTM University intends to build on the foundation of value-based education and significantly improve the quality and equity of the learning experience of students, besides making decisive and time-lined improvements to its campus, and giving it a better identity and strong administrative and governance arrangements. In addition, the plan intends to significantly increase the scale, relevance and impact of research. This Strategic Plan is the extension of previous Strategic plan 2018-2023 which has accomplished it's all goals.

The Strategic Plan 2024-2029 takes a bold and innovative approach to the future of the University. The

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University fraternity is committed to strengthen the legacy and harness its strengths to establish a sound financial foundation, develop the best teaching and learning practices, shape the future of the students and hence, evolve as one of the most respected young university, regionally and nationally.

The University aims to be recognized, trusted and admired as the think-tank of choice and a center of excellence in the field of education. Most importantly, it will continue to promote a culture of excellence in everything that it does. This Strategic plan will help the University in providing quality education to all.

VISION

To be a Respected University by imparting research focused education in all the disciplines to increase Access, Equity and Quality of education.

MISSION

IFTM University is committed to provide peaceful and serene environment for skill development and knowledge building by emphasizing on teaching, engaging in research, participating in the various community activities and collaborating with local/ national Organizations of repute for the development of youth.

The University strives to realize its vision and mission by:

1. Facilitating learner centric multidisciplinary course curriculum, pedagogy and resources through technology enabled joyful and diverse learning environment.
2. Generating new knowledge through a broad array of scholarly, research and creative endeavours, which provide a foundation for dealing with the immediate and long-range needs of society.
3. Providing demand driven educational programmes for enhancing skills and employability.
4. Achieving leadership in each discipline; strengthen interdisciplinary studies, and pioneer new fields of learning.
5. Emphasizing value guided competencies among learners for developing socially responsible professionals and leaders.
6. Exploring global opportunities for stakeholders through international collaboration.
7. Nurturing a culture of pride, ownership and belongingness for attracting and retaining human resources.
8. Promoting autonomy with accountability through participatory, transparent and value-based governance.
9. Adapting environment friendly and energy efficient best practices for sustainable development.
10. Addressing issues and priorities for empowering local community with a global perspective.
11. Embody, through its policies and programs, respect for, and commitment to, the ideals of a pluralistic, multiracial, open and democratic society.

VALUES

In all that the University does, we aspire for:

1. Honesty and Transparency
2. Indian Ethics and Culture
3. Respect for All
4. Innovation and Creativity
5. Value Excellence, Quality and Service

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OUR LOGO

The meticulously designed logo embodies the intent and purpose of the University. The 'bird on the globe' in the centre of the logo denotes the University's resolve to help spreading the light of knowledge to all corners of the world. The "rising sun' symbolizes that every new day serves new opportunities and a new world is always in making. The 'external orange ring' depicts the energetic and positive environment, University provides to its faculty members and students, for their holistic development and growth. The 'blue colour of the outermost ring' implies the relentless pursuit of the University in providing differentiated experience to its students in a cost-effective manner.

STRENGTHS, WEAKNESSES, OPPORTUNITIES, CHALLENGES (SWOC) ANALYSIS

Strengths

- Academic heritage for dissemination of education in the region.
- Free uniform and bus facility for the all students and staff.
- Choice Based Credit System (CBCS) across all programs focusing on leveraging the talent and innovative capabilities of students, making them industry ready.
- Effective Teaching-learning processes with extensive use of ICT and digital resources.
- Excellent academic reputation in the society.
- E-governance with customized ERP System.
- Decentralized, empowered and participative governance.
- Government recognized Incubation Centre receiving fund from UP Govt.
- NEP and ABC implementation.

Weaknesses

- Lack of Technology Transfer to industry and commercialization of granted patents.
- Lack of international faculty and student exchange programme.
- Limited grant funds from Government recognised agencies

Opportunities

- To sign MoUs with brass export companies for good placement of students.
- To attract international students.
- Inviting alumni for institutional endowments.
- Continuous quality enhancement, accreditations, benchmarking and certification from appropriate bodies / organizations for national and international recognition.
- To obtain UGC 12 (B) status and international accreditations for e.g. AACSB, QS Star Rating, EQUIS, etc.

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Challenges

- To have 100% doctorate faculty members.
- To become a fully residential campus.
- To admit good number of international students.

STRATEGIC GOALS

Keeping in view the above mentioned SWOC analysis, the Strategic goals of the University for the Coming Five years (2024-29) are categorized as mentioned below:

- Academic Excellence,
- Research and Innovation,
- Human Resource,
- Collaborations,
- Infrastructure and Technology,
- Governance and Integrity,
- Holistic Development,
- Sustainability,
- Social Service,
- Branding and Recognition,
- Alumni Engagement and Support.

ACADEMIC EXCELLENCE

Through a commitment to provide quality education and experience, the University equips students with the values, skills and intellectual discipline that will enable them to make a positive contribution to society. It aims at achieving academic excellence through multidisciplinary course curriculum, blended teaching methods and technology enabled joyful learning environment. In addition to acquire subject knowledge and required skills, the students will be groomed to think, perform, and communicate in a critical, creative and effective manner.

Objectives

- To initiate multidisciplinary courses for emerging needs of stakeholders including industries, research institutions, government organizations and society.
- To strengthen the pedagogy for providing more exposure through experiential learning.
- To focus on proper implementation of Outcome based education (OBE) and to enhance the level of CO-PO attainment.
- Proper implementation of NEP pointers like ABC, multiple entry and exit, internationalization of education, etc.
- To implement MOOCs in all programmes for providing more choices and resources to students.
- Introduction of more skill-oriented courses and value-added courses related with latest technology and industry upgradation to upscale the skills of students.

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Strategies

- Design courses that integrate knowledge from various disciplines to address complex real-world problems.
- Strengthening existing academic programmes by enriching course curriculum in the light of global standards, theoretical advancements and industry requirements.
- Invest in state-of-the-art laboratories and learning spaces conducive to multidisciplinary learning.
- Incorporate project-based learning, internships, service learning, and fieldwork into the curriculum.
- Map COs to POs and ensure alignment with institutional goals.
- Implement a feedback loop to regularly assess and improve CO-PO attainment.
- Align OBE practices with national and international accreditation standards.
- Develop policies and guidelines for credit accumulation and transfer.
- Create committees to oversee the implementation and monitoring for ensuring university policies are aligned with NEP guidelines.
- Integrate MOOCs with the University's curriculum for seamless access.
- Designing and launching Job oriented professional and Vocational programmes of short-term duration offered as diploma and certificate courses.

RESEARCH AND INNOVATION

The University is committed to high quality research and innovation. In order to facilitate research activities, the University has developed a well drafted Research Policy to guide, encourage, fund, support and monitor core and interdisciplinary research.
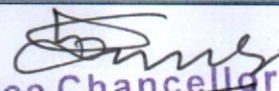
Objectives

- To promote multidisciplinary research in new, emerging and thrust areas of Pharmacy, Biotechnology and Agriculture.
- To revise Research Promotion Policy to motivate faculty members to publish patents and quality research papers.
- To receive Government research funding.
- To promote technology transfer and commercialization of patents.
- To enhance collaboration with industry and other research institutions.
- To upgrade research infrastructure and facilities as per the need of the industry.
- To scale-up Institution's Innovation Council (IIC) star rating.

Strategies

- Establish Research Centers of Excellence focused on emerging areas such as Pharmacy, Biotechnology, and Agriculture.
- Encourage collaboration between departments through joint research projects, seminars, and workshops.
- Provide internal grants for innovative and interdisciplinary research projects to jumpstart new research areas.
- Offer and increase financial incentives, awards, and recognition for faculty publishing in high-impact journals and securing patents.
- Conduct regular workshops to train faculty in grant writing and proposal preparation.

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- Build relationships with key government agencies and participate in relevant governmental forums and conferences.
- Form strategic alliances with industry partners to facilitate technology transfer.
- Develop an incubator program to support the creation of startups based on patented technologies.
- Establish an advisory board with industry leaders to provide insights and guidance on aligning research with industry need
- Develop joint research programs and projects with industry partners and other research institutions.
- Create opportunities for faculty and students to undertake internships and exchange programs with industry and research institutions.
- Conduct regular assessments of current infrastructure and identify gaps and needs based on industry standards.
- Invest in state-of-the-art research equipment and facilities.
- Partner with other institutions and industries to share research facilities and resources.
- Develop a detailed action plan to address the criteria for IIC star ratings.
- Increase engagement of students and faculty in innovation and entrepreneurship activities.
- Establish committees or task forces for each strategic objective to oversee implementation.
- Conduct regular reviews of progress and gather feedback to refine strategies and ensure objectives are being met.

HUMAN RESOURCE

Excellence is achieved through outstanding performance by competent and committed people. The University is committed to provide culture, facilities, support and freedom to its faculty and staff for unleashing their talents.

Objectives
- To benchmark and develop world class competencies for academic and administrative excellence.
- To attract, develop, reward and retain academic and administrative staff of high caliber and make IFTM University a most sought after University for employment.
- To achieve a goal of all faculty either Ph.D degree holders or enrolled in Ph.D programme.
- To implement annual performance appraisal system for further promotion through Career Advancement Scheme (CAS).
- To revise HR policies to support welfare programmes for Teaching and Non-teaching staff.
- Strengthen faculty development programs/workshops for enhancing learning skills of teaching staff.

Strategies
- Adopt International Standards for Research and implement best practices from globally recognized institutions.
- Seek accreditation from reputable international bodies to ensure compliance with global standards.
- Create a supportive and inclusive work environment that promotes work-life balance.
- Launch targeted recruitment campaigns highlighting IFTM University's strengths and opportunities.

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- Offer attractive benefits such as health insurance, housing, and retirement plans.
- Attracting, rewarding and retaining talented faculty and staff to ensure quality in academics as well as administration.
- Providing opportunities and facilities for developing teaching and research skills of faculty members.
- Provide financial support and study leave for faculty to pursue Ph.D. programs.
- Establish mentorship programs to support faculty pursuing doctoral studies.
- Develop clear and transparent criteria for performance evaluation.
- Align performance appraisals with the CAS to ensure deserving candidates receive timely promotions.
- Conduct regular needs assessments to identify areas for professional development.
- Offer regular workshops, seminars, and training sessions on teaching methodologies, research skills, and technological tools.

COLLABORATIONS

The University shall promote collaborations in research, teaching and employment at National as well as international level. The partnerships with different organizations will contribute towards achieving objectives of the University.

Objectives

- To build a stronger and more constructive relationship with our local and regional community.
- To engage with the public and policy makers to shape our research and education and to encourage the widest possible use of our research findings and expertise.
- To establish international collaborations and partnerships for facilitating student and faculty exchange programs.
- To attract and support a diverse international student cell.

Strategies

- Entering into collaborative arrangements with reputed academic institutions, research institutions and industry forums for creating opportunities for students and faculty.
- Exploring the possibilities of collaborations with Companies for training and employment opportunities for students.
- Developing online course content and modules and making it available at international level for open-source sharing.
- Developing Tie-ups with apex and regulatory bodies for grants/funds, policy guidelines, developmental programs and other resources.
- Organize regular community events such as open houses, workshops, public lectures, and cultural festivals to build connections with local residents.
- Incorporate service learning into the curriculum, allowing students to work on projects that benefit the local community.
- Host forums, roundtables, and conferences that bring together researchers, policymakers, and the public to discuss key issues and share research findings.
- Sign MoUs with international universities and research institutions to formalize partnerships for

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student and faculty exchanges.

- Develop and fund joint research projects with international partners to foster collaboration and knowledge sharing.
- Host and participate in international conferences and workshops to build networks and share expertise.
- Create global internship and study abroad programs to provide students with international experiences and exposure.
- Implement targeted international recruitment campaigns, attending education fairs, and partnering with international education agents.
- Build strong alumni networks abroad to create a sense of community and support for prospective and current international students.

INFRASTRUCTURE AND TECHNOLOGY

The University strives to become and to sustain the status of *'Centre of Excellence'* for higher learning in the region. It addresses the needs of infrastructure development and regular maintenance of new and existing facilities tuned with all other themes. The global trends and philosophies on infrastructure development and maintenance shall be complied with as and when applicable.

Objectives

- To upgrade state of the art learning centers with eco-friendly design and modern amenities.
- To continue aesthetically appealing clean and green campus.
- To upgrade and maintain campus infrastructure for keeping it sustainable and eco-friendly practices.
- To enhance e-resources developed by the faculty members.
- To ensure separate buildings for all Schools for better administrative and academic environment.
- Enhance use of ERP through e-governance.
- To have an auditorium with 1000 seating capacity.
- To implement RFID technology in library for faster, easier checkout and check-in.

Strategies

- Use sustainable materials, energy-efficient lighting, and HVAC systems. Incorporate green roofs, solar panels, and water recycling systems.
- Equip learning centers with smart classrooms, advanced laboratories, furniture, high-speed internet, and collaborative spaces.
- Maintain and expand green spaces, including gardens, parks, and green walls. Use native plants to promote biodiversity.
- Implement regular cleaning and maintenance schedules using eco-friendly products. Employ sustainable waste management practices, such as recycling and composting.
- Promote the use of bicycles and electric vehicles by providing charging stations and bike racks.
- Conduct regular sustainability audits to monitor energy and water usage and waste generation.
- Encourage faculty to create high-quality e-resources, such as e-books, online courses, and multimedia content. Provide training and support for content creation.

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- Conduct a space analysis to determine the needs of each School. Develop a phased plan for constructing or renovating buildings.
- Conduct a thorough assessment of current ERP needs and gaps. Implement a comprehensive ERP solution that integrates all campus operations.
- Design the auditorium with state-of-the-art acoustics, lighting, and seating. Ensure the design is flexible to accommodate various events.
- Evaluate current library systems and determine the requirements for RFID implementation.
- Install RFID tags on all library items and set up RFID readers at checkout and check-in points.

GOVERNANCE AND INTEGRATION (IMPLEMENTATION AND MONITORING)

The University envisions the seamless integration of all processes with a systems perspective. It is achieved by the improvement in the existing systems and laying-down of advanced systems as per requirements of time. It shall result in optimal sharing of resources and speedy accomplishments of the administrative and academic processes.

Objectives
- To maintain academic, financial and administrative autonomy in the University.
- To ensure participatory, transparent and good governance at all levels of University.
- To ensure the University is paper less in administrative and academic works in next five years.
- Regularly review and adjust the strategic plan based on feedback and changing circumstances.
- To conduct Academic and Administrative Audit (AAA) through internal as well as external auditors.
- To get Gender Audit for empowering women.

Strategies
- Establish a dedicated committee to oversee curriculum development and academic policies.
- Implement a system for regular curriculum review and updates based on emerging trends and feedback.
- Develop and implement policies for open access to information related to university governance and decision-making processes.
- Invest in a comprehensive digital transformation plan, including high-speed internet, cloud storage, and secure data management systems.
- Develop policies mandating the use of digital documents and reducing physical paperwork.
- Establish a continuous feedback system involving surveys, focus groups, and suggestion boxes for students, faculty, and staff.
- Develop an audit team includes internal and external experts with a clear mandate to conduct regular audits of academic and administrative processes.
- Engage experts to conduct comprehensive gender audits assessing policies, practices, and culture.

HOLISTIC DEVELOPMENT

The University's approach towards all stakeholders is holistic as well as inclusive. Based on the positive youth development approach, it is argued that promotion of psychosocial competencies and positive mental health attributes such as resilience, emotional competence, self- understanding, and interpersonal skills is

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an important strategy to facilitate holistic development of University students.

Objectives

- To design multifarious activities viz. Academic, Cultural, Environmental, Sports and others for holistic development of the stakeholders and have a cultural calendar.
- To inculcate values along with professional and leadership qualities among faculty, staff and students.

Strategies

- Conduct surveys and focus groups with students, faculty, and staff to identify interests, needs, and gaps in current offerings.
- Create and ensure that the annual cultural calendar is inclusive of various cultures and interests, promoting diversity and inclusion.
- Partner with local cultural organizations, environmental NGOs, and sports clubs to enhance the quality and diversity of activities.
- Develop a robust communication plan to promote events through social media, university websites, and campus bulletin boards.
- Incorporate courses and workshops on ethics, values, and social responsibility into the curriculum for all disciplines.
- Organize guest lectures and seminars by thought leaders on topics like integrity, empathy, and community service.
- Create peer-learning groups to facilitate knowledge sharing and collaborative learning.
- Encourage participation in community service projects and service-learning courses that integrate community work with academic learning.
- Offer continuous professional development opportunities, including certifications, advanced training, and professional workshops.

SUSTAINABILITY

The University upholds the value of sustainability in all its endeavours. It shall serve as the means of promoting the practices of sustainable development right from local to global levels. It will work towards achieving sustainability by creating awareness, orienting courses, instituting training and facilitating research to imbue the spirit of sustainability in individuals associated with it.

Objectives

- To practice the principle of recycle, reduce, rethink, reuse and recreate for the sustainable development.
- To promote energy efficient and eco-friendly practices for infrastructure and systems development.
- To maintain and promote clean and green surroundings.
- Provision of Sewage Treatment Plant in the University.

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Strategies

- Popularizing, implementing and monitoring 'Green policy' of the University.
- Set up clearly marked recycling bins across the campus for paper, plastics, glass, and metals.
- Partner with local recycling facilities for regular collection and processing.
- Harnessing the use of renewable energy resources like 'Biogas Plant' to augment the existing energy sources
- Encouraging use of green /eco-friendly products and energy efficient star rating electrical appliances
- Developing and promoting energy saving habits such as switch off electrical devises when not in use through awareness programmes and displaying signage.
- Regularly conducting energy auditing and get accreditation from authorized agencies
- Developing infrastructure and systems in accordance with prevailing energy efficiency/ green Standards.
- Conduct a feasibility study to determine the best location, capacity, and technology for the sewage treatment plant.
- Partner with experts to design and construct an efficient and scalable sewage treatment plant tailored to the university's needs.
- Use treated water for landscaping, irrigation, and other non-potable uses to reduce the campus's overall water footprint.

SOCIAL SERVICE

The University has a prime motive of developing people for humanity and social welfare. Service to society holds major place in University planning and activities. The University has reaffirmed its commitment to the society by being an affiliating University, catering to educational needs of tribal and rural areas. It is further aiming at connect with society through various outreach programmes and extension activities.

Objectives

- To locate and identify the local/regional talent, issue and priorities for development.
- To ensure involvement and training of local community for their empowerment with a national and global perspective.
- To strengthen partnerships with local community through outreach programmes of UBA/NSS/NCC.

Strategies

- Establishing relationship with local and regional bodies to assess their requirements and issues.
- Encouraging faculty and students to undertake socially relevant projects in their academic pursuits.
- Motivating faculty, staff and students to get associated with NGOs and support their activities.
- To sensitize all stakeholders about issues of local and regional areas and work for their resolution.
- Organizing extension activities in the areas of education, health, hygiene, child and women welfare, local governance, and national social service.
- Strengthening NSS and NCC wing of University for ensuring greater contribution to society and nation.
- Contributing to cultural development of society by promoting and celebrating important days,

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occasions, festivals and events.

- Developing entrepreneurial skills for managing small and medium enterprises of the region.
- Popularizing the contributions of local and regional personalities who have served for promotion of art, culture, heritage, governance, welfare or any other dimensions of human life.
- Ensuring greater participation and involvement of local bodies developmental programmes of the University.

BRANDING AND RECOGNITION

In order to create international visibility, strengthen its image and establish a widespread presence of the University in academics, industry and society, there is a need to undertake well planned brand building efforts. This can be achieved by using all communication tools in an integrated manner.

Objectives

- To establish a widespread visibility of the University in academics, industry and society.
- To enhance interactivity of University with internal and external publics.
- To ensure consistency and clarity in all elements of communication.
- To get 12B status of UGC.
- To be ranked in NIRF or other ranking system.

Strategies

- Popularizing University values, vision and mission statements by highlighting them on boards in all the departments, offices, brochures and other places of strategic importance.
- Prominently placing University logo at important places such as buildings, boundary walls, gates, stationery, souvenirs, and vehicles.
- Becoming member of all important institutions and associations of academic interest.
- Increase the number of high-quality research publications in reputed journals.
- Host national and international conferences, seminars, and workshops.
- Participating in accreditation and rankings.
- Linking with Alumni of the University who are the real Brand Ambassador of the University and help in creating peer perception.
- Strengthen the alumni network through regular events, newsletters, and an active alumni portal.
- Strengthen ties with industry partners to provide internships, placements, and industry projects.
- Effective designing, updating and maintenance of University website for complete information, smooth navigation and operations.
- Effective use of social media such as Facebook, Twitter and Blogs for increased interaction.
- Uniformity in design of identity card, stationery and other communication material used by the University such as letterheads, envelopes, visiting cards, brochures etc. in order to communicate a clear and consistent image.
- Ensure the university meets all eligibility criteria set by the UGC for 12B status.
- Establish dedicated task forces or committees for each objective with clear responsibilities and timelines.

The new and emerging thematic areas incorporated into the University's strategic plan are aimed at

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imparting high-quality teaching and research knowledge, as well as empowering students and scholars to learn differently through an interdisciplinary approach and apply what they have learned to build a developed nation. The plan focuses on advancing the University's status as an institution of international distinction across domain specificities in order to respond to the emerging needs and challenges of an ever-changing society.

ALUMNI ENGAGEMENT AND SUPPORT

University hoping to thrive in the coming years should prioritize alumni engagement. The effort put forth here truly takes an investment, where the upfront cost pays off in a variety of ways for both the University and its students. This investment will utilize a diverse set of strategies and digital tools to build community amongst all alumni.

Objectives

- To strengthen ties with alumni through networking events.
- To establish mentorship programs connecting alumni with students.
- To showcase and celebrate alumni achievements.
- To leverage alumni expertise for career development initiatives.
- To create avenues for alumni contributions and support.

Strategies

- Recognizing and celebrating the achievements of alumni helps them feel connected to the University.
- Host smaller, region-specific networking events to reach alumni who may not be able to travel to the main campus.
- Expand alumni engagement on a global scale.
- Offering continuous professional development through workshops, webinars, and industry insights is vital for keeping alumni up-to-date in their fields.
- Develop structured mentorship programs with clear objectives, timelines, and evaluation metrics. This could include one-on-one mentorship, group mentorship, and industry-specific mentorship tracks.
- Empower alumni and fuel their ambitions by giving them the access to the right tools like industry knowledge, groundbreaking research, and exclusive networks for their professional journey.
- Regularly feature alumni stories and achievements in university publications, on the website, and through social media channels.
- Encourage alumni to contribute to endowment funds that support scholarships, research initiatives, and infrastructure improvements.

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