

STRATEGIC PLAN

2018-2023

Approved in 11th meeting of Academic Council held on
10.11.2017

IFTMUNIVERSITY

(Established under UP Govt. Act No. 24 of 2010 and approved under section 22 of UGC Act
1956) Lodhipur Rajput, Delhi Road, Moradabad-244102, U.P.

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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.

Within a span of 7 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 77 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.

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. Recently University has welcomed NAAC Peer Team and very positive towards the good grade.

Preamble

The Strategic Plan 2018-2023 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.

The Strategic Plan 2018-2023 takes a bold and innovative approach to the future of the University. The University fraternity is committed to strengthen the legacy and harness its strengths to establish a sound

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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.

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. Generate 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. Achieve 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

- The University offers academic programmes in line with its vision and mission
- The Academic Council and Boards of Studies meet regularly for curriculum reforms with multi-stakeholder approach
- University encourages the faculty members to offer electives in their area of research
- Semester system is followed, Curriculum structure is revised once in two years through Corporate Resource Centre of the University
- Skill oriented courses have been introduced through Samsung India Ltd, CIPET and TSSC
- Feedback on curriculum obtained from subject experts and other stake holders
- Student feedback is collected manually
- Adequate and well maintained physical infrastructure for teaching and learning
- ICT facilities leveraged effectively
- Accommodation facilities congenial for University ecosystem
- Financially healthy management
- Well maintained laboratories in faculty of Engineering and Technology
- Energy conservation, water harvesting, e-waste management facilities are in place
- Eco-friendly campus with adequate maintenance support
- Rural connect programme has been able to bring students of underprivileged categories to the main stream
- Fee waiver scheme and free transport facilities
- Strict adherence to academic calendar with transparent access to stakeholders
- Mentor-mentee system is in practice in some departments
- Impressive physical infrastructure and academic ambience
- State-of-the-art labs and class rooms for effective teaching learning process
- Exemplar teaching and research facilities such as laboratories, libraries, electronic databases, teaching aids, networked computers, Campus wide Wi-Fi connectivity
- Integration of skill and entrepreneurship education in curriculum framework
- Conducive environment for research, innovations and extension activities, supported by Institutional

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Innovation Centre

- Student-centric environment with grievance redressal mechanism, mentoring, career guidance and counseling, active training and placement cell, etc
- Emphasis on Women Empowerment and Gender Sensitization
- NSS and NCC units
- Transparency in examination and evaluation process
- Environment protection initiatives including renewable energy, rain water harvesting, waste water recycling unit, solar panels and waste management system
- Emphasis on promotion of holistic development of students through co-curricular, extracurricular, and extension activities
- Strong Alumni presence in Global and National level public and private organizations in diverse areas
- Proactive management and efficient governance system
- Harmonious relations among all stakeholders
- Free transport facility to its students and staff

Weaknesses

- Limited degree programmes of interdisciplinary nature
- Lack of senior level faculty members to provide academic leadership
- Less Industry-institution linkages
- Less number of Sponsored research projects from Government agencies
- Limited international visibility
- Limited funds mobilization from external sources
- Lack of patents and quality research papers

Opportunities

- Competing other public and private universities
- Two-way international exchange programmes
- Securing financial grants from extra-mural agencies
- Increasing Demand ratio in all programmes
- Development of Incubation Centre and Start-ups to create entrepreneurial thinking among students
- Extended global interface and attracting foreign students
- Inviting sponsored research and consultancy projects
- Strategic alliances and collaborations with International and National Educational Institutes, Industries, Government Bodies and NGOs for research, faculty-student exchange, joint programs, training and consultancy
- Continuous quality enhancement, accreditations, benchmarking and certification from appropriate bodies / organizations for national and international recognition
- Developing world class gymnasium & badminton courts
- Improving Campus placement
- Introduction of CBCS in all programmes
- Registration of University Alumni Association
- Separate office for IQAC and Alumni Cell
- Examination automation and automation of library
- Online Feedback mechanism

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Challenges

- Curriculum upgradation to align with emerging and contemporary industry and social requirements
- Interdisciplinary research to leverage collective faculty strength
- Tap faculty potential for revenue generation from consultancy services
- Striking a balance between the traditional, innovative and professional courses offered by the University.
- Competing with national and international educational institutions
- Meeting the technological advancements through continuous up-gradation of educational resources
- Sustaining the value system amongst stakeholders
- Managing resources for quality education while keeping the cost of education low
- 12(B) status of UGC

STRATEGIC GOALS

Keeping in view the above mentioned SWOC analysis, the Strategic goals of the University for the Coming Five years (2018-23) are categorized as mentioned below:

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

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 provide quality education at all levels.
- To initiate multidisciplinary courses for emerging needs of stakeholders including industries, research institutions, government organizations and society.
- To innovate and adopt technology enabled pedagogy.
- To chalk out scholastic and co-scholastic activities to make the University educational environment more lively, vibrant, congenial and conducive

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Strategies

- Strengthening existing academic programmes by enriching course curriculum in the light of global standards, theoretical advancements and industry requirements.
- Providing academic freedom and flexibility in design of innovative course curriculum and teaching learning processes.
- Use of blended teaching methodology involving traditional, interactive, and ICT enabled pedagogical techniques.
- Bringing rigour to teaching-learning processes through carefully designed and implemented multidisciplinary course curriculum, session plans, student assignments, regularity, participation and involvement.
- Well-designed and automated examination systems with transparent evaluation processes.
- Developing quality study material available as e-content on website as well as hard copy in the libraries.
- Encouraging ICT enabled teaching and use of multimedia virtual classrooms.
- Regular student feedback on teaching-learning process, curriculum and administrative facilities to ensure quality control and regular updating.
- 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.
- To create environment and facilities for interdisciplinary research.
- To motivate faculty members to publish patents and quality research papers.

Strategies

- Popularizing and implementing University Research policy, seed money policy and Research Promotion policy etc.
- Creating and supporting a research environment for high quality research by students and faculty.
- Encouraging quality research in intradisciplinary and interdisciplinary areas.
- Undertaking research with industry collaboration focusing on practical problems and applications in real life situations.
- Promoting highest ethical standards in research and Recognizing and rewarding good publications and contributions of faculty members and scholars in academic publications and events
- Facilitating and supporting research funding process at departmental and University level.
- Supporting faculty and student participation in research related events such as paper presentation in seminars, conferences, workshops, training programmes, and faculty development programmes.
- Encouraging faculty and scholars to publish in high quality peer reviewed journals with impact

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- factor and high ratings.
- Sharing research funding, collaboration, scholarships, and fellowships related information to all concerned on regular basis.
 - Facilitating faculty publications as books, monographs, working papers, case studies, study material and other academic literature through in house publication facilities.
 - Arranging for infrastructural support including buildings, equipments, databases, books, journals and other facilities as required for pursuing research on campus.
 - Developing incubation centre and start-up facility.

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 calibre and make IFTM University a most sought after University for employment.

Strategies

- 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.
- Developing IT skills of its faculty and staff members.
- Organizing staff training for behavioral modifications and developing technical skills.
- Promoting its faculty members to participate in conferences and publish in journals.
- Encouraging contribution to knowledge by developing new content and making it available in the form of books, e-content and other learning resources.
- Providing opportunities to faculty and staff for updating themselves on a regular basis.
- Organizing social and cultural events for faculty and staff to cultivate a sense of belongingness to the University.

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 work with partners to create a world-class regional innovation ecosystem.
- 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.

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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.
- Promoting the work of its students and teachers on academically important platforms and forums.
- Creating Infrastructure for hosting foreign researchers, teachers and students.
- Creating opportunities for exchange programs of students and teachers with foreign universities.
- Developing online course content and modules and making it available at international level for open-source sharing.
- Forming strategic alliances with prominent universities / eminent professors for Virtual Lectures.
- Developing Tie-ups with apex and regulatory bodies for grants/funds, policy guidelines, developmental programs and other resources.

INFRASTRUCTURE

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 create state of the art learning centers with eco-friendly design and modern amenities.
- To develop aesthetically appealing clean and green campus.

Strategies

- Providing state of art infrastructure of learning by providing ICT enabled classrooms, smart boards, automated library and equipped laboratories, Wi-Fi connectivity.
- Providing residential quarters for all faculty and staff, and hostels for the students.
- Maintaining and renovating University infrastructure.
- Provisions for lift and ramps and facilities for persons with disability (PWD).
- Renovation of guest houses for better utilization.
- Extension of academic blocks and agriculture land for research and learning
- Landscaping and Beautification of campus in general for better utility to stake holders as well as society.
- Practicing cleanliness at facilities and amenities across the campus.

GOVERNANCE AND INTEGRATION

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.

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Objectives

- To ensure academic, financial and administrative autonomy in the University.
- To ensure participatory, transparent and good governance at all levels of University.

Strategies

- Joining all the academic and administrative departments seamlessly.
- Integrating the students' evaluation and assessment centrally for quick disposal of results.
- Adhering to establish statutes, ordinances, regulations, policies and procedures of the University.
- Specifying process details and checklist of documents for activity completion.
- Bringing improvement and reforms in procedures, process and policies for increasing efficiency and effectiveness.
- Developing integrated facilities for sharing intellectual and physical resources.
- Developing file movement and document tracing system.
- E-Governance through ERP manuals.

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 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.
- To inculcate values along with professional and leadership qualities among faculty, staff and students.

Strategies

- Mentoring students for academic, social and career prospects.
- Organizing intellectual, academic, creative, literary, communication, presentation competitions at inter and intra departmental level.
- Making athletics, indoor and outdoor sports as regular feature for students of the University.
- Developing world class gymnasium for healthy youth
- Innovating programmes and festivals for social and cultural development.
- Easy and regular access to yoga and meditation, self-management related activities.
- Popularize and implement Value Policy of the University.
- Organizing expert lectures on contemporary issues.
- Conducting student enrichment activities by assessing their individual requirements.
- Arranging for academic, cultural and industrial tours and visits.

SUSTAINABILITY

The University upholds the value of sustainability in all its endeavours. It shall serve as the means of

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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.

Strategies

- Popularizing, implementing and monitoring 'Green policy' of the University.
- Motivating individuals, communities and businesses towards environment conservation initiatives
- 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 devices 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

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 develop a sense of social responsibility among faculty staff and students.
- 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.

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.

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- 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, 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

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.
- Publishing University brochure both in hard copy and soft copy available on the website.
- Becoming member of all important institutions and associations of academic interest.
- 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.
- 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.

The new and emerging thematic areas incorporated into the University's Strategic Plan are aimed at 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.

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