

**SWARRNIM STARTUP AND**  
**INNOVATION UNIVERSITY**  
**STRATEGIC PLAN**

**Year 2023-24 to 2033-34**  
**(10 years)**

**Message from President of Swarnnim startup and  
Innovation university**

**Never underestimate the power of dreams and the influence of the human spirit.**

Dear students, faculty and staff,

At Swarnnim University, we strongly believe that human minds are capable of dreaming about anything and have strong willpower to achieve those dreams as well. Our mission is to tap into the creativity and potential of the youth and provide them with a platform where they can shine. The need of today's market is not the same as before. There is more demand for intellectuals who are dynamic, visionary, and most importantly, innovative. The times that we live in demand more innovative thinkers who are ready to take up any challenge posed to them. Keeping the market requirement and the current education system in mind, we designed innovative courses and programs that enhance the skills, creativity, and confidence of the students. By conducting brainstorming sessions, seminars, group discussions, case studies, project presentations and thought-provoking events, we enable the youth to think out of the box. We don't just strengthen their skill set, but also come up with ways to make them proficient enough to confront organizational challenges. We make them intellectually adept; socially and technically sound through initiatives like regular brainstorming sessions, seminars, group discussions, case studies, project presentations and thought-provoking events. We promise to not just strengthen their knowledge base but make them proficient enough to confront organizational challenges. It gives me immense pleasure to invite you all to be a part of this progressive and revolutionary educational setup where top-notch facilities are available and superior teaching methods are implemented. On behalf of the entire Swarnnim family, I would like to request you to come and check this institute for yourself and get to know what we offer. Now's the time to take charge of your life and take it to greater heights. Choose to enrich yourself with better education for a brighter future.

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## **Vision:**

To be globally competent institution imparting education based upon the foundation of innovation and entrepreneurship. To get the training and to become global innovators and entrepreneurs. To establish SSIU as a distinguished centre of learning, renowned for its academic rigor, innovative research, and commitment to holistic student development along with the Start Ups, while actively contributing to societal progress.

## **Mission:**

To create budding entrepreneurs who can compete globally by grooming their innovative and startup skills. To provide accessible, high-quality education that fosters critical thinking, creativity, and ethical values, empowering students to become responsible citizens and leaders in their chosen fields. The university also aims to cultivate a vibrant research environment that generates impactful knowledge and addresses pressing societal challenges.

## **Guiding Principles**

- **Student-Centric Approach:** Prioritize the needs and aspirations of students, ensuring their holistic development and success.
- **Academic Excellence:** Uphold the highest standards in teaching, learning, and research, fostering a culture of continuous improvement.
- **Innovation and Research:** Promote a spirit of inquiry, creativity, and entrepreneurship, driving impactful research and innovation.
- **Inclusivity and Diversity:** Cultivate an inclusive and welcoming environment that celebrates diversity and fosters a sense of belonging for all.

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- **Collaboration and Partnerships:** Forge strong collaborations with industry, academia, and the community to enrich the learning experience and maximize societal impact.
- **Good Governance and Transparency:** Maintain effective and transparent governance structures that ensure accountability and promote ethical practices.
- **Sustainability and Social Responsibility:** Integrate sustainable practices and promote social responsibility to contribute to a better future for all.
  - Measurable results: Academic excellence can be measures via qualitative and quantitative performance.

## 1. TEACHING, LEARNING & RESOURCES

### Objective:

Enhance the quality and accessibility of teaching and learning resources to achieve top-tier status in NIRF rankings.

### Task Breakdown & Metrics

- 2023-24:
  - o **Objective:** Increase Ph.D. faculty to 60%; 80 % smart classrooms.
  - o **Tasks:** Integrate skill-based learning as per NEP 2020.
  - o **KPIs:** Ph.D. Faculty Percentage, Smart Classroom Coverage.
- 2024-25:
  - o **Objective:** Launch 2 new interdisciplinary programs; improve student feedback scores by 15%
  - o **Tasks:** Introduce digital and physical libraries with global access.
  - o **KPIs:** Interdisciplinary Programs, Student Feedback Scores.
- 2025-26:
  - o **Objective:** Achieve 95% occupancy in sanctioned seats, increase student teacher's ratio
  - o **Tasks:** Integrate 25% of courses with industry aspirations.
  - o **KPIs:** Occupancy Rate, Course Industry Integration.
- 2026-27:
  - o **Objective:** Increase faculty participation in national/international conferences by



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- o 25%.
- o **Tasks:** Establish 2 new research centres focusing on emerging technologies.
- o **KPIs:** Conference Participation, Research Centres Established.
- 2027-28:
  - o **Objective:** Establish a comprehensive faculty development program; ensure 100% of courses include experiential learning.
  - o **Tasks:** Design and implement faculty development initiatives.
  - o **KPIs:** Faculty Development Participation, Experiential Learning Coverage.
- 2028-29:
  - o **Objective:** Achieve 70 % Ph.D. qualifications among faculty; increase research publications by 40%.
  - o **Tasks:** Fully digitize the curriculum and learning resources.
  - o **KPIs:** Ph.D. Faculty Percentage, Research Publication Increase.
- 2029-30:
  - o **Objective:** Improve student satisfaction scores by 20 %; enhance digital learning platforms with AI-driven personalized learning.
  - o **Tasks:** Integrate AI technologies into learning management systems.
  - o **KPIs:** Student Satisfaction Scores, AI Integration in Learning.
- 2030-31:
  - o **Objective:** Increase faculty participation in national/international conferences by 40 %.
  - o **Tasks:** Establish new research centres focusing on emerging technologies.
  - o **KPIs:** Conference Participation, Research Centres Established
- 2032-33:
  - o **Objective:** Increase Ph.D. faculty to 70 %; 100 % smart classrooms
  - o **Tasks:** Integrated skill-based learning as per education policy.
  - o **KPIs:** Ph.D. Faculty Percentage, Smart Classroom Coverage.
- o
- 2033-34:
  - o **Objective:** Improve student satisfaction scores by 50 %; enhance digital learning platforms with AI-driven personalized learning.
  - o **Tasks:** Integrate AI technologies into learning management systems.
  - o **KPIs:** Student Satisfaction Scores, AI Integration in Learning.

## 2. RESEARCH AND PROFESSIONAL PRACTICE

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**Objective:**

Increase research output, industry collaboration, and professional practice to rank among the top 10 universities in Research and Professional Practice by 2033.

**Task Breakdown & Metrics:**

- **2023-24:**
  - **Objective:** Establish MoUs with reputed institutions; publish 100 papers in Scopus-indexed journals.
  - **Tasks:** Establish a technology transfer office.
  - **KPIs:** MoUs Signed, Research Publications.
- **2024-25:**
  - **Objective:** Secure patents; increase research funding by 20%.
  - **Tasks:** Launch new research programs.
  - **KPIs:** Patents Secured, Research Funding Increase.
- **2025-26:**
  - **Objective:** Achieve 80% faculty involvement in funded research projects.
  - **Tasks:** Establish a central research facility.
  - **KPIs:** Faculty Research Involvement, Central Research Facility Establishment.
- **2026-27:**
  - **Objective:** Organize 3 international conferences annually; publish 150 research papers.
  - **Tasks:** Strengthen industry collaboration for research.
  - **KPIs:** International Conferences, Research Publications.
- **2027-28:**
  - **Objective:** Launch a technology transfer office; commercialize and innovate.
  - **Tasks:** Develop and implement a faculty ranking system based on research output.
  - **KPIs:** Innovations Commercialized, Faculty Ranking System.
- **2028-29:**
  - **Objective:** Increase industry-funded research by 35%; secure more patents.
  - **Tasks:** Launch a dedicated research monetization office.
  - **KPIs:** Industry-Funded Research, Research Monetization.
- **2029-30:**
  - **Objective:** Expand research collaborations with top global institutions by 30%.
  - **Tasks:** Establish a robust IPR policy.
  - **KPIs:** Global Research Collaborations, IPR Policy Implementation.
- **2030-31:**

- o **Objective:** Launch more research incubators; achieve a 50% increase in research citations.
- o **Tasks:** Strengthen the university's publication and citation services.
- o **KPIs:** Research Incubators, Citation Increase.
- 2032-33:
  - o **Objective:** Secure more patents; increase industry collaboration by 30 %.
  - o **Tasks:** Launch a more university incubation centre for startups.
  - o **KPIs:** Number of Patents, Industry Collaboration Rate.
- 2033-34:
  - o **Objective:** Rank in the top 10 universities in Research and Professional Practice in NIRF.
  - o **Tasks:** Maintain a sustainable research and innovation environment.
  - o **KPIs:** NIRF Ranking in Research, Sustainability of Research Initiatives.

### 3. GRADUATION OUTCOMES

#### Objective:

Enhance student success, employability, and graduation rates, aiming to rank in the top 10 universities for Graduation Outcomes by 2032.

#### Task Breakdown & Metrics:

- 2023-24:
  - o **Objective:** Achieve a 90% graduation rate; 80 % placement rate in top companies.
  - o **Tasks:** Implement value-added skill enhancement programs.
  - o **KPIs:** Graduation Rate, Placement Rate.
- 2024-25:
  - o **Objective:** Increase graduation rate to 92%; establish a dedicated career services centre.
  - o **Tasks:** Launch a global alumni network.
  - o **KPIs:** Graduation Rate, Alumni Network Engagement.
- 2025-26:
  - o **Objective:** Achieve a 94% graduation rate; launch an alumni mentoring program.
  - o **Tasks:** Increase entrepreneurship training for students.
  - o **KPIs:** Graduation Rate, Alumni Mentoring Program.



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- **2026-27:**
  - **Objective:** Achieve 100% placement for top 10 programs; increase average starting salary by 15%.
  - **Tasks:** Implement global internship programs.
  - **KPIs:** Placement Rate, Average Starting Salary.
- **2027-28:**
  - **Objective:** Increase entrepreneurial ventures by 20%; achieve a 95% graduation rate.
  - **Tasks:** Establish student-run incubators.
  - **KPIs:** Entrepreneurial Ventures, Graduation Rate.
- **2028-29:**
  - **Objective:** Achieve a 97% graduation rate; establish a global internship program.
  - **Tasks:** Implement a comprehensive job readiness program.
  - **KPIs:** Graduation Rate, Internship Program Participation.
- **2029-30:**
  - **Objective:** Increase average starting salary by 20%; achieve 90 % placement for all programs.
  - **Tasks:** Integrate employability skills across all curricula.
  - **KPIs:** Average Starting Salary, Placement Rate.
- **2030-31:**
  - **Objective:** Launch a global alumni network; achieve a 98% graduation rate.
  - **Tasks:** Increase focus on professional certifications and continuing education programs.
  - **KPIs:** Graduation Rate, Alumni Network Expansion, Certification Program Participation.
- **2031-32:**
  - **Objective:** Achieve a 99% graduation rate; increase entrepreneurial ventures by another 15%.
  - **Tasks:** Establish a center for startup management and entrepreneurship.
  - **KPIs:** Graduation Rate, Startup Success Rate, Entrepreneurship Program Enrollment.
- **2032-33:**
  - **Objective:** Increase average starting salary by 30 %; achieve 100 % placement for all programs.
  - **Tasks:** Integrate employability skills across all curricula.
  - **KPIs:** Average Starting Salary, increase Placement Rate.

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- 2033-34:
  - **Objective:** Rank in the top 10 universities in Graduation Outcomes in NIRF.
  - **Tasks:** Fully integrate experiential learning and global employability initiatives across all programs.
  - **KPIs:** NIRF Ranking in Graduation Outcomes, Global Employability Metrics.

#### 4. OUTREACH AND INCLUSIVITY

##### Objective:

Improve diversity, accessibility, and social impact, with a goal to be ranked in the top 10 for Outreach and Inclusivity by 2034.

##### Task Breakdown & Metrics:

- 2023-24 :
  - **Objective:** Achieve 2% international student enrollment; increase scholarships by 20%.
  - **Tasks:** Implement community outreach programs focusing on local development.
  - **KPIs:** International Student Enrollment, Scholarship Allocation, Community Program Impact.
- 2024-25:
  - **Objective:** Implement 100% campus accessibility; launch a community outreach program.
  - **Tasks:** Increase female student enrollment by 10%.
  - **KPIs:** Accessibility Compliance, Female Enrollment Rate.
- 2025-26:
  - **Objective:** Increase female student enrollment by another 10%; achieve 5% international student enrollment.
  - **Tasks:** Establish partnerships with NGOs for social impact projects.
  - **KPIs:** International and Female Enrollment, NGO Partnerships.
- 2026-27:
  - **Objective:** Increase scholarships by another 20%; establish partnerships with 5 global universities.
  - **Tasks:** Launch an inclusive education initiative targeting underrepresented groups.
  - **KPIs:** Scholarships, Global University Partnerships, Inclusivity Metrics.



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- **2027-28:**
  - **Objective:** Achieve 7% international student enrollment; increase social impact projects by 30%.
  - **Tasks:** Establish a center for diversity and inclusion.
  - **KPIs:** International Student Enrollment, Social Impact Initiatives.
- **2028-29:**
  - **Objective:** Launch a global diversity initiative; achieve 10% international student enrollment.
  - **Tasks:** Implement a gender equity program across all faculties.
  - **KPIs:** International Enrollment, Gender Equity Compliance.
- **2029-30:**
  - **Objective:** Increase female student enrollment by another 10%; expand community outreach programs.
  - **Tasks:** Establish student support services for underrepresented groups.
  - **KPIs:** Female Enrollment, Student Support Service Utilization.
- **2030-31:**
  - **Objective:** Achieve 12% international student enrollment; launch 5 new social impact projects.
  - **Tasks:** Enhance student counseling services to support diversity and inclusion.
  - **KPIs:** International Student Enrollment, Counseling Service Usage.
- **2031-32:**
  - **Objective:** Establish a centre for social innovation; achieve 15% international student enrollment.
  - **Tasks:** Expand scholarships for underrepresented groups.
  - **KPIs:** International Enrollment, Scholarship Allocation.
- **2032-33:**
  - **Objective:** Establish a centre for social innovation; achieve 25 % international student enrollment.
  - **Tasks:** Expand scholarships for underrepresented groups.
  - **KPIs:** International Enrollment, Scholarship Allocation.
- **2033-34:**
  - **Objective:** Rank in the top 10 universities in Outreach and Inclusivity in NIRF.
  - **Tasks:** Implement comprehensive inclusivity and accessibility measures, including an annual diversity audit.
  - **KPIs:** NIRF Ranking in Outreach and Inclusivity, Annual Diversity Audit Results.

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## 5. PERCEPTION

### Objective:

Enhance the university's national and international reputation, aiming to rank in the top 10 in Perception by 2034.

### Task Breakdown & Metrics:

- 2023-24:
  - **Objective:** Increase social media engagement by 15%; organize 5 national conferences.
  - **Tasks:** Launch a global branding campaign to enhance the university's visibility.
  - **KPIs:** Social Media Metrics, Conference Participation, Branding Campaign Reach.
- 2024-25:
  - **Objective:** Improve alumni engagement by 10%; establish a dedicated media relations office.
  - **Tasks:** Strengthen connections with media outlets to increase coverage.
  - **KPIs:** Alumni Engagement, Media Relations Activity.
- 2025-26:
  - **Objective:** Secure rankings in 1 international university ranking system.
  - **Tasks:** Enhance the university's digital presence through online publications and platforms.
  - **KPIs:** International Ranking Position, Digital Presence Metrics.
- 2026-27:
  - **Objective:** Organize more international conferences; increase media coverage by 30-40 %.
  - **Tasks:** Establish a global digital publication system to showcase research and academic work.
  - **KPIs:** Conference Organization, Media Coverage.
- 2027-28:
  - **Objective:** Launch a high-impact research publication series; achieve a 10 % increase in alumni donations.
  - **Tasks:** Strengthen global faculty exchange programs.
  - **KPIs:** Research Publications, Alumni Donations.



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- **2028-29:**
  - **Objective:** Improve industry perception by 20%; launch a global alumni network.
  - **Tasks:** Expand digital outreach through enhanced social media and online presence.
  - **KPIs:** Industry Perception Metrics, Alumni Network Growth.
- **2029-30:**
  - **Objective:** Achieve a 40 % increase in media coverage.
  - **Tasks:** Strengthen international collaborations and partnerships.
  - **KPIs:** Media Coverage, Collaboration Partnerships.
- **2030-31:**
  - **Objective:** Increase partnerships with industry leaders; launch a global faculty exchange program.
  - **Tasks:** Establish a global research consortium.
  - **KPIs:** Industry Partnerships, Faculty Exchange Participation.
- **2031-32:**
  - **Objective:** Rank in the top 30 universities in India; enhance global media presence.
  - **Tasks:** Establish international advisory boards for strategic guidance.
  - **KPIs:** National Ranking, Media Presence.
- **2032-33:**
  - **Objective:** Rank in the top 20 universities in India; enhance global media presence.
  - **Tasks:** Establish international advisory boards for strategic guidance.
  - **KPIs:** National Ranking, Media Presence.
- **2033-34:**
  - **Objective:** Rank in the top 10 universities in Perception.
  - **Tasks:** Achieve recognition in multiple global university rankings.
  - **KPIs:** Global University Ranking Positions, Perception Metrics.

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## 6. INSTITUTIONAL CAPACITY AND GOVERNANCE

### Objective:

Enhance institutional capacity and governance structures, aiming for national recognition for good governance by 2034.

### Task Breakdown & Metrics:

- **2023-24:**
  - **Objective:** Conduct a comprehensive review of governance policies and procedures.
  - **Tasks:** Identify areas for improvement in governance and establish a review committee.
  - **KPIs:** Governance Review Completion, Policy Updates.
- **2024-25:**
  - **Objective:** Implement a transparent online system for financial management and reporting.
  - **Tasks:** Develop and deploy the financial management system.
  - **KPIs:** System Implementation Rate, Financial Transparency.
- **2025-26:**
  - **Objective:** Develop and implement a faculty and staff performance appraisal system.
  - **Tasks:** Establish criteria for performance appraisal and train evaluators.
  - **KPIs:** Appraisal System Adoption, Staff Satisfaction with Process.
- **2026-27:**
  - **Objective:** Strengthen the Enterprise Resource Planning (ERP) and Learning Management System (LMS) to streamline processes.
  - **Tasks:** Upgrade ERP and LMS to support administrative and academic functions.
  - **KPIs:** System Efficiency, User Satisfaction.
- **2027-28:**
  - **Objective:** Achieve a 20% increase in administrative efficiency through automation.
  - **Tasks:** Automate key administrative processes using advanced technologies.
  - **KPIs:** Efficiency Metrics, Time Savings.



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- **2028-29:**
  - **Objective:** Establish a leadership development program for faculty and staff.
  - **Tasks:** Design and deliver leadership training modules.
  - **KPIs:** Participation in Leadership Programs, Leadership Role Success.
- **2029-30:**
  - **Objective:** Conduct an external audit of governance and financial practices.
  - **Tasks:** Hire external auditors and conduct a comprehensive audit.
  - **KPIs:** Audit Findings, Implementation of Recommendations.
- **2030-31:**
  - **Objective:** Achieve a 70 % satisfaction rate among faculty and staff for administrative support and governance.
  - **Tasks:** Conduct regular surveys and feedback sessions.
  - **KPIs:** Satisfaction Survey Results, Improvement in Support Services.
- **2031-32:**
  - **Objective:** Establish a system for regular internal audits and external reviews.
  - **Tasks:** Implement a schedule and framework for audits and reviews.
  - **KPIs:** Audit Frequency, Compliance Rates.
- **2032-33:**
  - **Objective:** Develop a comprehensive risk management plan.
  - **Tasks:** Identify potential risks and formulate mitigation strategies.
  - **KPIs:** Risk Management Plan Completion, Risk Mitigation Success.
- **2033-34:**
  - **Objective:** Achieve a 90 % satisfaction rate among faculty and staff for administrative support and governance.
  - **Tasks:** Conduct regular surveys and feedback sessions.
  - **KPIs:** Satisfaction Survey Results, Improvement in Support Services.

This strategic plan now includes a full 10-year roadmap with clearly defined objectives, specific tasks, and measurable KPIs for each strategic goal. The plan aligns with Swarnnim startup and Innovation University's mission and vision, ensuring a structured approach to achieving excellence in teaching, research, student outcomes, outreach, and community engagement.

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