



INSTITUTIONAL DEVELOPMENT PLAN

Internal Quality Assurance Cell

ASBM University

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CONTENTS

	Page
Introduction	1
Institutional Identity	1
IDP framework	2
A Governance Enablers	2
B Financial Enablers and Funding Models (Resource Generation)	5
C Academic Enablers	6
D Research and Intellectual Property Enablers	12
E Human Resources and Supportive-Facilitative Enablers	15
• Human Resources Enablers	15
• Supportive-Facilitative Enablers	17
F Networking and Collaboration Enablers	20
G Physical Enablers	22
H Digital Enablers	27
Road ahead	30

ASBMU IDP 2024

INTRODUCTION

According to the National Education Policy (NEP) 2020, quality higher education should strive to produce decent, considerate, well-rounded and innovative people. In addition to developing character, ethical and constitutional values, intellectual curiosity, scientific temper, creativity, spirit of service and 21st century capabilities across a range of disciplines including sciences, social sciences, arts, humanities, languages, as well as professional, technical, and vocational subjects, it should allow a student to study one or more specialized areas of interest at an in-depth level. To promote the objectives outlined in the NEP 2020, the UGC has developed guidelines to draw Institutional Development Plan (IDP).

This document aims to outline the Institutional Development Plan of ASBM University in accordance with the directives of the University Grants Commission and as per the expectations of all its stakeholders with the primary goal of putting the NEP-2020 into practice. The University wants to address the demands of its students in their coursework, research, co-curricular activities, and extracurricular pursuits by bringing about an all-encompassing sustainable development.

INSTITUTIONAL IDENTITY

The University is founded and led by Prof. Biswajeet Pattanayak, former Professor of IIM Indore, Lucknow and Mumbai, a widely acclaimed Management Guru known internationally for his expertise in the domain of Human Resource Management. The University carries the legacy of Asian School of Business Management, which was established in 2006 and emphasizes learning by experimentation and innovation with a flexible and pragmatic attitude. The special B-School issue of Business India (October-2006) highlighted ASBM as a "world-class business school modeled after the best IIMS set up in 180 days". Over the years, it was recognized as a front ranking autonomous business school for its outstanding achievements and its unique industry-linked sectorial focused programmes. As a result, it was awarded accreditation by NBA (National Board of Accreditation, India), by AMDISA (Association of Management Development Institutions in South Asia- a SAARC body), under SAQS (South Asian Quality System), and by ACBSP (Accreditation Council for Business Schools and Programs, USA recognized by the Council for Higher Education Accreditation of USA).

In recognition of its outstanding journey of a decade and half, by benchmarking the quality parameters of some of the best business schools world-wide, the Government of Odisha has conferred the "University Status" by the enactment of the ASBM University, Odisha Act, 2019 (Odisha Act 4 of 2019), which was assented by the Hon'ble Governor of Odisha on the 7th September, 2019 and was published in "The Odisha Gazette Extraordinary No. 1749" dated the 12 September, 2019. The establishment of the University was notified by the Department of Higher Education, Government of Odisha vide Notification No. 19914-HE-FE1B- POLICY-0013/2017/HE dated the 26th September, 2019 and published in "The Odisha Gazette Extraordinary No. 1858" dated the 26th September, 2019.

ASBM University now carries forward the ASBM legacy of excellence and innovation in education as well as research and offers cutting-edge programmes in various fields of higher education. It is engaged in imparting futuristic and holistic education at par with international standards with the objective of

preparing our youth to face global competition and to participate in shaping India to become a world leader. The University has five functional schools, such as School of Business, School of Accountancy, School of Information System, School of Liberal Arts and School of Law. The University has received international recognition through accreditation by the Accreditation Council for Business Schools and Programs, (ACBSP), USA, for its School of Business.

IDP FRAMEWORK

The IDP needs to reflect an integrated approach that is mindful of the institution's context, life cycle stage, location, character and aspirations. While each dimension represents a vertical and has depth, the need to integrate these into an optimal whole cannot be over emphasized. The overarching purpose added with aims of each unique institution are the key determinants of the mix of choices that will create excellence for the institution. The eight parameters of IDP that are significantly interconnected and interdependent are articulated in a logical flow as follows: Governance Enablers, Financial Enablers and Funding Models, Academic Enablers, Research & Intellectual Property Enablers, Human Resources and Supportive-Facilitative Enablers, Networking and Collaboration Enablers, Physical Enablers, and Digital Enablers. They are substantive, have "stand alone" depth and provide the web of parameters for thinking through the plan, warranting an iterative and concurrent approach. The major components/parameters for institutional excellence are discussed below in detail.

A. GOVERNANCE ENABLERS

1. BoG/Other bodies The governance structure of the University as provided in ASBM University Act consists of the Board of Governors (BoG), the Advisory Council and the Finance Committee. The Regulations of the ASBM University explains other bodies like the Council of Deans, the Conducting Board and the Board of Studies. All the bodies are fully functional and fully membered. All the bodies have defined roles and responsibilities.

Board of Governors (BOG): The principal executive and governing body of the University to lay down policies and make various decisions, make/amend rules and regulations, etc.

Advisory Council: The principal advisory body of the University to function as a link between the University and the Society at large, by giving advice and suggestions for qualitative development of the University and for reducing the gap between theory and practice. The Advisory Council of the University is headed by Judge Ananga Kumar Patnaik, former judge of the Supreme Court of India.

Finance Committee: The principal financial body of the University to take care of the financial matters and exercise general supervision over the financial matters of the University.

Council of Deans: It promotes, supervises and regulates academic and research activities of the University.

Conducting Board: CoE conducts the examinations, reviews the performance of the students in the examinations.

Board of Studies: The University has formed Boards of Studies (BoS) for Different schools. The governance, curriculum and syllabus development of respective schools for each academic year have been done by the concerned Board of Studies. It recommends courses/programmes to be offered by the University and the syllabus there of.

2. Quality Assurance

The University has well defined Quality Assurance Policy. These are so formed to capture various aspects of governance.

University Quality Policy

- World-class learning environment.
- Best selection of and support to faculty.
- Technology-enabled teaching and learning.
- Continuous learning from the environment.
- Research orientation and publishing.
- Competitive and collaborative spirit.
- Continuous improvement of processes and systems.
- Focus on training and lifelong learning.

3. Financial autonomy Currently the University is striving for self-sustainability and has created a corpus of more than five crores of rupees.

Strategy: The University has been planning to generate external revenue from sources like, Government grants and subsidies, earning from the sponsored research and development projects of the government, private and corporate funding agencies and endowments, philanthropic contributions and other incomes like CSR grants, etc.

4. Effective Leadership The University promotes and practices decentralization in all academic and administrative activities. It has various academic and administrative committees to monitor, plan and execute smooth functioning of the University.

The Anti-Ragging, Grievance Redressal, and Discipline Committees take care of the healthy, enjoyable and disciplined culture of the University, which comprise of the Deans/Heads of the Schools, senior faculty members, other staff and students. Various committees like Industry Connect, Placement & Training Committee, Information System Services Committee, Research Advisory Council,

Student Affairs Committee, Library Committee, etc. take care of day-to-day academic and other functioning of the University.

Strategy: The University has been planning to strengthen these committees and to make them 100% operationally effective. A review mechanism shall be formulated for efficient functioning of these bodies.

5. Vision, Mission and Roadmap for the HEI

Vision of the University:

“ASBM University will set best standards in imparting value-based quality education and research that builds leadership.”

Mission of the University:

“ASBM will strove to instill in the students insatiable desire for updated knowledge and information, power of positive thinking, a global mindset, a penchant for out-of-the-box thinking and exemplary speed of execution by benchmarking with the best global practices. The University will provide a highly evolved value-based education that presents the best prospects and practices of transparency, good governance, and social sensitivity towards the realities of life in order to create mature new-gen leaders”

The University prepares short, medium and long-term plans for achieving these missions.

Strategy: The University has been planning to design blueprints on future roadmap after taking feedback from stakeholders. The master plan is being prepared in line with this IDP.

6. Close monitoring by IT/Web-based Management Information System

Strategy: Planning to monitor the performance by the parameters finalized by appropriate committees. This will be done in line with the guidelines issued by the UGC from time to time. In order to have smooth, prompt, and effective performance, the University has planned to implement ERP and LMS in its academic and administrative process.

7. Risk Management Analysis

The University has insured all its fixed assets. It has insured its assets under fire and other relevant insurance covers for any future losses.

Strategy: The University is planning to organize meeting with the Insurance company representatives at least half-yearly/yearly to discuss scenarios for mitigating risks (legal, safety, financial, natural disaster preparedness, environmental hazards, etc.).

8. External Advisory Boards

The University has an external advisory council consisting of prominent industrialists, academics, and governmental officers to advise on the running and make-up of the School. The University has been organizing a meeting of the council once in a year.

Strategy: The University is planning more meeting of the Advisory Board with stakeholder participation.

9. Student Feedback The University has an evolving 360 Degree Student feedback System/mechanism for all faculty members and is consistently monitoring them. The follow up actions are taken as per the observations of students.

Strategy: The University is planning to fix the methodology as proposed by its students and faculty members through the respective Deans/Heads. Plans are in progress to prepare feedback reports on regular basis to motivate its faculty member to improve their performance in this regards.

B. FINANCIAL ENABLERS AND FUNDING MODELS (RESOURCE GENERATION)

1. Financial Policies The University has a Finance Policy, which outlines the rules and responsibilities of the officers, who are managing the financial assets of the University.

Strategy: The University is planning to revise the policy in line with the recommendations and suggestions prescribed by the UGC-IDP.

2. Action Plan and Budgets Currently, the University has two budget lines of incomes, i.e., student's fee Income and interest income. The budget line expenses are manifold and those are salaries, establishments, insurance, welfare, utilities, maintenance, scholarships, etc. The University is going with a yearly budget. The details of capital budget and recurring budget are placed in annual budget of the University.

Strategy: The University is planning to finalize action plans and budgets based on the IDP, as prescribed by the UGC. Some specific plans as explained below are proposed:

- The budget allocates funds on different categories. It has been proposed to keep these amounts in separate records to track on spending against milestones of budgeted allocations and utilizations.
- The University is planning to fix recurring and non-recurring expenditures for each school. Separate budget for non-recurring and recurring expenditures are also proposed to be passed. The Deans/Heads shall prepared budgets for their respective schools which shall be sent to the Finance Committee for discussion and consolidation.

3. Main Sources of Revenue to be Development There are two main sources of revenue, i.e., Student fees and Interest incomes.

Strategy: The University is planning to add government grants and subsidies in income line. Some more income lines are also proposed to be added. Those are consultancy fees and overheads earned on the sponsored research and development projects from the Government and private/ corporate sector. Similarly, some more income lines are also proposed to be focused like endowments, philanthropic contributions, and other income like CSR funds, Fees from immersion programmes, consultations, MDPs and workshops, and royalties on intellectual property (IP)/patents, etc.

Strategy: The University is planning to add government grants and subsidies in income line. Some more income lines are also proposed to be added. Those are consultancy fees and overheads earned on the sponsored research and development projects from the Government and private/ corporate sector. Similarly, some more income lines are also proposed to be focused like endowments, philanthropic contributions, and other income like tapping CSR funds, immersion programmes, consultations, MDPs, workshops, and royalties on intellectual property (IP)/patents etc.

- 4. Close liaison with GOI Ministries/ agencies, Others for funding and Access to external Grants and funding** It is seen that more than 20 ministries of the Government of India offer Projects/Research Projects for Higher Educational Institutes.
Strategy: The University is planning to broaden the scope of existing responsibilities for obtaining grants from all appropriate sources. It is being planned to design templates and to prescribe action plans in consultation with respective Deans and Heads in this regard.
- 5. IRG scheme in each Department** The University has scheme for Internal Revenue Generation (IRG) of its existing facilities and resources.
Strategy: The University plans to gain on consultancy by each of its schools. The University plans to have an information database sourced from the external agencies who are interested to use the strengths of its schools and available lab equipment/instruments. The strength of each school will be circulated and advertised which will tap funding from external funding agencies.
- 6. Financial Investment Committee** **Strategy:** The University finance committee shall recommend actions regarding investment and reinvestment of funds, capex, purchasing and selling of securities. This will be undertaken subject to the approval of the President.
- 7. Staff providing Financial Services** The University at present has one Finance Officer and one Administrative Officers (Accounts).
Strategy: The University plans to add more staff as per the future needs for providing financial services to students and staff.

C. ACADEMIC ENABLERS

- 1. Courses catering to professional/ future life** The University provides different professional courses/programmes under its different schools. Currently, it has five operational schools like School of Business, School of Accountancy, School of Information System, School of Liberal Arts, and School of Law.

The University provides opportunities for in-depth learning and practical training to students as per their interest for their future growth. Accordingly, subjects have been offered by the University for its programmes. Academic excellence and professional education delivery have been provided through student centric teaching and learning processes.

Strategy: The University is designing flexible curriculum and introducing multi-disciplinary courses including integration of vocational education, training and skilling.

2. Curriculum- updated as per industry requirements

The University updates its curriculums regularly to cater to the dynamic requirement of the changing employment landscape. The Board of Studies (BoS) of concerned schools regularly recommends revision of curriculums as per the need of the recruiters.

The University has the provision of industry-linked internship programme for its PG and UG students. Each student of MBA has to undertake an industry linked Summer Internship Project at the end their second semester. The internship is equivalent to 8 credits and evaluated out of 200 marks. The University follows the Curriculum and Credit Framework for Under Graduate Programmes (CCFUGP) under NEP 2020 of UGC and accordingly an internship project is prescribed for all the UG Programmes in 5th semester. The curriculum supports self modularization to enable 'Multiple Entry-Multiple Exit' options for all the UG Programmes.

Strategy: The course curriculums of the programmes should suit the industry requirements both in short term and for future readiness. The concerned BoS should heedfully see to it, while recommending changes in the curriculums. This should be ensured by the Dean/Heads of various schools.

3. Curriculum Embedded with Employability Skill

The curriculum prescribed for both PG and UG focuses on inculcating basic skills important for increasing employment avenues and readiness for the students. The curriculums for MBA students include Finishing School Module for soft skill development, Business Sector Analysis and Live Virtual Projects to understand and analyses the status of contemporary industry conditions.

Strategy: The concerned BoS shall ensure the Employability Skills across all disciplines like constitutional values/citizenships & universal values, career development & goal setting, communication skills, English Skills, inclusivity and diversity including gender sensitization, & etc. Digital literacy Skills/digital fluency, financial & legal literacy, start-up management and entrepreneurship, customer service orientation, job readiness and examination preparation.

The University plans to focus on competencies and skills like critical thinking and problem solving, creative thinking and innovation, analytical thinking, adaptive thinking, design thinking and creativity, computational thinking, social intelligence, cross cultural competency, new media literacy, virtual collaboration, decision making, conflict resolution and negotiations in its course curriculums.

4. Curriculum Embedded with Skill Enhancement Courses	<p>The University has introduced the core skill courses like office automation, digital fluency, excel operations, etc. in its curriculums.</p> <p>Strategy: In order to bring education and up-skilling ecosystem among the students, the University has been planning to bring the core skills that are used in the era of digitization and automation like AI, Block-Chain, IoT, drones, Industry 5.0 and beyond to integrate 21st-century digital skills in its curriculums as and when required in its programmes.</p> <p>The University is planning to incorporate 21st century skills in the credit system which includes communication, collaboration, creativity, problem solving initiative, emotional stability, physical fitness, confidence to be the best at the world stage, etc. The Board of studies of respective schools will continuously recommend the above as and when required in the curriculum.</p>
5. Curriculum embedded with emerging technologies to be integrated with future of work	<p>Future skills need to be developed in the emerging technology areas keeping in view the important foundational technologies. To this end, the University offers courses like machine learning, data analytics, cloud computing, etc.</p> <p>Strategy: The University is planning to develop the future skills of its students in the emerging technology areas keeping in view the important foundational technologies. Some of these technologies are artificial intelligence and machine learning; robotic process automation hyper automation; IoT/ IIoT; blockchain; cyber security; cloud computing; 3D printing, augmented reality/ virtual reality/ extended reality (AR/VR/ XR); digital content development: simulators, digital twins, Metaverses, etc.</p>
6. Center for Curricular& Life Skills Development (CCLSD)	<p>Strategy: The University is planning to establish a centre to develop the Curricular and Life Skills Development (CCLSD).</p>
7. Faculty/ teaching Staff	<p>The University has qualified, experienced and committed faculty members. It has high proportion of full-time faculty, more than 80% with Ph.D. and with quality research publications. The University has added an appropriate combination of faculty with required industry expertise. The University is creating and retaining a strong faculty base through faculty performance analysis and regular capacity building programmes.</p> <p>The teachers present their unpublished research papers before the peer faculty members. It creates platform for continuous improvement of research papers. Similarly the teachers are provided opportunities to present their research papers in conferences and seminars. Looking at holistic development of the students for their academic as well as personality development, the University is in practice of adopting the Mentor-Mentee System. This practice provides support, guidance and motivation to the students who are experiencing challenges in learning due to educational, social, emotional and behavioral</p>

problems that are consequently affecting their learning and performance. The teacher- mentors are advised to be role models for students by providing appropriate guidance.

Strategy: The University is planning to organize and conduct capacity building programmes for the members of faculty twice in a year.

8. Center for Faculty Development (CFD) **Strategy:** The University plans to have a Centre for Faculty Developments. It will be promote exchange/internship programmes with industry to gain across pollination of skills among the members of faculty. Centre shall facilitate/support its faculty members to learn from the best in the world, with appropriate tools for research as well as tools for imparting new age education such as videography, games, AI, robotics, metaverse, AR/VR as a means to deliver content.

9. Non-teaching Staff An appropriate non-teaching staff team has been provided in administrative offices, academic and research cells to support the organization. The University gives more emphasis on recruiting an adequate number of non-teaching staff for the smooth management of academic and administrative activities like governance, HRM, establishment, admission, placement, estate, systems, power supply etc. Weightage has been given for adequate qualification, and experience for the relevant posts of non-teaching and technical posts.

The Academic and Examination Section undergoes a systematic training to facilitate the instructors in the teaching and learning process. They prepare the timetable as per the requirements of credits. The necessary academic and administrative supports and services are provided by them.

Strategy: The University is planning to impart training to non-teaching staff twice in a year by the academic administrators.

10. Session wise teaching Plan academic Infrastructure of the University The teaching allocation of subjects for the semesters is made well before the commencement of the session by the concerned Deans or Heads of the Schools. The subject instructors prepare and submit the lesson plans thereafter to the Deans/Heads of the Schools. The lesson plan contains details about the subject credit, learning outcomes, text and reference books, session-wise details including cases and caselets to be discussed in the classes, activities to be conducted, evaluation and topics for assignments. The lesson plans are provided to the students well before the commencement of classes. The teaching-learning process is systemized through the strict execution of session-wise teaching plans. Relevant and updated course materials and books are provided to the students from the Book-Bank of the University and Chanakya Central Library. Each classroom has been facilitated with computer, mounted projector, screen for power point presentation and whiteboard for demonstration of text contents in writings by the instructors.

11. Learning Material Like Study Books The University provides text books and study materials including cases/case-lets to the students from the University Book-Bank to all the MBA students. The other PG and UG students are supported through the Chanakya Central Library

(CCL). The library facilities are open to all the students subject to the operating rules and regulations prescribed by the University. The text books, reference books, journals, magazines, reports, manuals for reference are available in CCL.

Strategy: Planning to purchase latest and up-to-date editions of the text books in more quantity, in consultation with the faculties.

12. Question Bank

The University has the facility of question bank which is updated in every academic session.

Strategy: The University is planning to digitize and develop the question bank for all courses for the students' ease of access.

13. Assignments

The relevant assignment of varying types and natures are assigned by the instructors to the students. These are informed to the students along with the lesson plans. Assignments include term papers, practicums, or assigning students with task of preparing answers for question banks. The students are encouraged to work more by answering all question bank questions in the form of assignment. These are to be answered and submitted to the instructor on or before the time mentioned by the instructor. Timely and relevant assessments of the students are encouraged.

Strategy: The University is planning to adopt a continuous Internal Assessment (CIA) system.

14. Assessment

The course instructors are solely responsible for internal assessments like its examination, assessment and award of marks. The discrepancies if any, are brought to the notice of the Dean/Head of the school. The assessment of end-semester examinations is done in the central evaluation zone/room. The evaluators are appointed by the CoE and the process of central evaluation is supervised by his office.

The opportunity of seeing the evaluated answer scripts by the students is given by the University. The discrepancies, if any found by the students, are brought to the notice of the evaluator for necessary corrections.

Strategy: The mode of assessment is currently on offline. The University is planning to extend it to online, offline or blended mode.

15. Value added skills Enhancement Papers

The University has added various value added courses to develop the general and employability skills of the students.

Strategy: The University is planning to make the system robust and to offer skill-based value-added papers as separate papers and to teach those by industry or professional people in the field. Plans are also in place to include substantial amount of experiential learning, pertaining to their specialization through real life environment or virtual environment in teaching-learning process.

16. Pedagogy

At present, the pedagogies used are an appropriate mix of traditional and modern methods such as lecture method, case study method, presentation method, role-play method, discussion method, etc. We are learner centric. The University is always encouraging the use of technology. Currently, it provides the usage of blended mode of learning.

Strategy: The University is planning to adopt more modern methods of pedagogies in teaching-learning process such as flipped classroom and using games. We are planning to integrate appropriate and relevant technology into the mode of learning to take it to an upper level. Again, there are plans to add teaching learning materials for PwDs.

17. Other activities as part of learning

The extra- curricular activities supports all-round and holistic development of students and enhance their competency and confidence in facing any challenges..

Strategy: The University is planning to have a proper assessment and weightage of marks to be assigned to extra-curricular activities. It is planning to develop additional skills by involving them in cultural and traditional skills which will enhance their thinking ability. These activities can be in teams or groups related to social work for developing good character and team working skills of the students.

18. Earn while learn Facility& flexibility

Strategy: The University is planning to introduce "Earn while Learn" model for needy students. This initiative will be supported by hybrid mode of learning. The courses designed will be of varied and multi-disciplinary nature, allowing for students engagement in live projects to gain professional experience and earn while studying.

19. Flexibility and multi-Disciplinarily

Our UG and PG curriculum allows students to explore and work independently on their projects/research under the guidance of their research guide.

Strategy: The University is planning to further improve upon its design and implement flexible multi-disciplinary UG/PG Programmes to suit the requirement of students at various levels. We are also planning to offer additional certificate programmes across various field. We are also, planning to offer certificate programmes by having MoUs with industries, reputed international organizations, etc.

20. Opportunities to develop& utilize Research & Innovative Thinking skills.

The University gives more emphasis to research and encourages students to work either individually or in a team. The students undertake project works and assignments which develop their research and innovative thinking skills.

Strategy: The University is planning to enhance the innovative ability of student and increase their competency and confidence by undertaking assignments and projects. They are to be guided and influenced to organize more and more presentations of research papers. Plans are in place to extend academic support to improve their knowledge, skills, attitude, and experience-based competency

to boost their confidence in doing innovation. We are making arrangements to organize Hackathons and other similar competitions. Plans are also being drafted to promote overseas exchange programme in coming years.

21. International Exposure

Currently the University has international collaboration for programmes and exchange of faculty members, and international conferences. The University is organizing international conferences where participants from various countries join to share their research findings.

Strategy: The University is planning to increase the international exposure of faculty members by the help of exchange programmes and collaborations.

D. RESEARCH, AND INTELLECTUAL PROPERTY ENABLERS

1. Quality Research

The University undertakes quality research and has Ph.D. programmes in three schools.

Strategy: The University is planning to add new domains for its programmes and to enhance research. Again, it plans to undertake quality research projects and establish a portfolio approach to research projects. Plans are also in place to enforce the quality of research facilities and research labs.

2. Research oriented experienced faculty members

Currently, the University has a set of experienced faculty members with almost everyone having Ph.D in their fields.

Strategy: The University is planning to focus on applied multidisciplinary research. Again, there are plans to recruit more research oriented faculty members.

3. API based faculty Compensation

We encourage participation in research and innovation among our academic staff and students. The University has implemented Academic Performance Indicator (API) scores as the basis to encourage faculty participation in research and publication activities. API based compensation creates healthy competition among the faculty members for accelerated IP contribution.

Strategy: The University is planning to strengthen the university's framework for intellectual property so that the faculty members are compensated accordingly.

4. Targeted research And collaborative research

Strategy: The University searches to find some new fields in several disciplines and helps the competent faculty members of all disciplines to do research, publish papers, and file patents. The Research Policy of the University provides detailed guidelines regarding this to encourage collaborative research.

5. More Ph.D. & Post-doctoral research scholars

Strategy: The University is planning to appoint more research professors, who may be superannuated from active service, only for the purpose of supervising research scholars. There is plan to admit more research scholars in all the schools. The University is also planning to have post-doctoral research

programmes as well to maintain the Ph.D. graduates' contributions to ongoing research.

6. More Faculty members with Ph. D.

The University has more than 80% of faculty members with Ph.D. The Ph.D. degree holders are ready to mentor the research scholars for Ph.D. programmes in addition to teaching.

Strategy: The University is planning to make all its faculty members with Ph.D. degrees.

7. Faculty Encouragement for Book Publications, Research Publications and Patents

The University circulates information regarding various research opportunities amongst its faculty. It helps faculty members for book publications, research publications and patents. Increment in salary and other benefits are provided on the basis of APA scores.

Strategy: The University is planning to promote IPR contributors, who are none other than UG & PG students, Research scholars, and Faculty members, in order to increase the intellectual property rights (IPR) of the institution. Further the University is planning to improve IPR infrastructure by setting up supportive policies that stimulate research and publications at all of the aforementioned levels by adding and assisting incentives and funding plans.

8. More conferences (At least two Conferences per year per College)

Periodic organization of national and international conferences by the University presentation of research papers keeps the research scientists, faculty members, and students active. These conferences offer an opportunity for goal-setting and networking with other academicians.

9. Student involvement in Research

Strategy: The students, when properly supervised, can make innovations. Through systematic research, they can come out with scholarly publishable results. The University is planning to boost its IPR infrastructure by involving students at the graduate and postgraduate levels. As the project work is mandatory, the students will be encouraged for research outcomes.

10. Industry and Institutional collaboration & Consultation

Strategy: The University is planning to support collaboration-based research with Industry partnership. It can create IPR along with industry personnel. This also gives the opportunity to use industry research facilities by university personnel. There is a plan to have collaborative research with industries to gain more patents and publications.

11. University Incubation Centers

The University has 'ASBM Business Incubator' recognized by the Ministry of Government of India which inculcates entrepreneurial spirit among the students through focused programs.

Strategy: Planning to accelerate University business incubators to assist students who want to establish their own companies after graduation. Planning to encourage students to generate ideas while working on a project or an

internship. It might be fostered and encouraged as a business plan to initiate self-employment.

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|---|---|
| 12. University Publication through its own press | Strategy: The University is planning to set up its own University printing press in its new campus to undertake own publications. |
| 13. Target patent Claim for UG and PG projects in Professional Subject Areas | Strategy: Planning to set goals for undergraduate and graduate students in two different terms of internships, regular mentoring and supervising them to prepare and submit patent applications for their inventions. It will enhance the outcomes. |
| 14. Faculty Ranking (Annual) system | Strategy: The University is planning to use this system to motivate faculty to generate in them a winning spirit and constantly strive for excellence when their annual API rankings are announced and they are graded according to different levels. Thus, faculty oversight at every stage can be reduced. |
| 15. Chief Technology Officer (CTO) and Research Monetization | Strategy: The University is planning to set up a centralized office to operationalise and monitor research activities. With focus on new technology and its commercial application, we are planning to organize training programmes to educate researchers and staff about research monetization and IP protection. Further, plans are in place to clear processes and guidelines for licensing and technology transfer, including royalty structures and licensing fees. There are plans to keep internal and external funding mechanisms in place. Mode of assessment could be kept online, offline or blended. Opportunities like on demand assessments, make-up assessments, etc. are to be given. |
| 16. Value added skills enhancement Papers | <p>The University has a number of value added courses to enhance the skills of the students. These courses are offered through the modules of the Finishing School.</p> <p>Strategy: Planning to provide more value added courses to provide specific skills for enhancing the employability of the students by improving their professional knowledge by the help of industry and professional people in the field. The teaching learning pedagogy will include substantial amount of experimental learning related to student's specialization either through real or virtual environment.</p> |

E HUMAN RESOURCES AND SUPPORTIVE- FACILITATIVE ENABLERS.

Human Resource Enablers:

The commitment to comprehensive HR practices is essential in cultivating an environment where every member of the institution can thrive and contribute to the University's overarching

goals of innovation, inclusion, and excellence. In order to achieve this, the University is integrating the following enablers into a cohesive HR strategy.

**1. Student and
Learner
Enablers:**

Currently the University has a robust admission framework which aims the followings.

A. Holistic Admissions Framework: It streamlines the student selection process with a holistic approach, assessing academic prowess alongside extra-curricular talents, ensuring diversity and inclusion for admission into various programmes.

B. Merit and Equity-Based Financial Aid: It deploys merit based scholarships and financial aid for underrepresented groups to democratize access to education and attract a rich tapestry of student talent.

C. Academic Success Programs: It has robust academic advertising mentorship, and tutoring programs that provide tailored support from entry through graduation, ensuring learners to successfully navigate their educational paths through its finishing school.

Strategy: The University is planning to provide professional HR support to mentorship and tutoring programmes to all staff.

**2. Staff Empowerment
Enablers:**

The University has adopted a Competency-Based Recruitment Module. This recruitment approach aligns with institutional goals, promoting a culture of performance and shared values.

Strategy: The University is planning to provide professional development and growth training programs to establish clear career pathways and continuous professional development opportunities that encourage staff growth, satisfaction, and retention. The University is also planning to ensure a seamless integration of new staff with comprehensive induction protocols, fostering a sense of belonging and commitment to the University's vision and mission.

**3. Faculty and
Researcher
Enablers:**

The University has adopted a transparent "Recruitment and Appointment Module". It prioritizes excellence and diversity in educational backgrounds, research expertise, and pedagogical skills as per our HR policy.

The University follows "Tenure and Promotion Mechanisms module". It recognizes diverse achievements in research, teaching, service, and community engagement, motivating faculty to pursue long-term careers within the institution.

Strategy: The University is planning to offer continuous fellowships and development programs for faculty members to advance their pedagogical skills, research outcomes and leadership capabilities. It also plans to organize motivational talks in this respect by the Hon'ble President.

4. Cross-Functional Enablers:

The University has introduced a comprehensive recognition and reward systems that celebrate a wide array of achievements, such as research innovation, exceptional mentorship, community service, and transformative leadership.

Strategy: The University is planning to incorporate resilience-building initiatives and mental health support services to foster an environment of well-being for all members of the staff, both teaching and non-teaching. Further, the University is planning to organize workshops to enable leadership programs and provide collaborative platforms twice in a year that allow staffs and faculty to lead initiatives, drive change and engage in cross disciplinary projects.

5. Strategic Funding and Emotional Support Enablers:

Strategy: The University is planning to provide funds, emotional training and support for the followings:

- a. Funding and incubation grants to staff that empower career researchers for their pioneering projects, enhancing the institution's research profile.
- b. Embed emotional intelligence through training and establish support networks to aid students, staff, and faculty in managing the demands of academia with resilience.

6. Enablers for Pedagogical Innovation:

Strategy: The University is planning to promote teaching excellence through specialised fellowships and programs that encourage innovative curriculum designing and development by leveraging the latest educational technologies.

Supportive-Facilitative Enablers:

1. Accessibility/ Proximity

The University is led by Prof. Biswajeet Pattanayak, former Professor of IIM, (Indore, Lucknow and Mumbai) a management Guru par excellence. He and his team are directly accessible to all stakeholders of the University like students, teachers, guardians, employees, alumni and employers at different spears and levels of activities pertaining to administration, academics and consultation, relevant to providing justice, support, action and interaction as and when and wherever is required. The proximity of the leader and the leading team in the University is not pull-based rather spontaneous.

2. Rich Communication

The teachers and administration are using real time and interactive communication means not only to convey the messages but also understand its internal urges and realities. We give importance to clear, lucid, interactive and cooperative communication in teaching and administrative tasks.

Strategy: The University is planning to take the help of advanced technology to facilitate It will lead to accountability, transparency, timely execution of action standardization and accuracy.

- 3. Role model**

As per our vision, the University focuses on developing leaders who can share a vision for the University's planned growth, motivate and set targets for others and serve as examples for the entire community.
- 4. Institutional Values (Core-Values):**

The foundation of the institution believes in inclusively guiding the behavior and decisions of all stakeholders. It communicates to all its stakeholders on the Mission, Vision and core values of the institution and directs them to effectively act on them to move on its way. The core values are: (a) Participative decision-making, (b) System loyalty, (c) Transparency, and (d) Discipline. Our University motto "Rewriting the mantra of Excellence" is followed while connecting it to the service of society.
- 5. Vision**

The University has a well-articulated and ambitious Vision' to encourage forward-thinking actions and planning for future opportunities. The 'Vision' of the University is as follows:

"ASBM University will set the best standards in imparting value-based quality education that builds leadership.
- 6. Trust among stakeholders and Outsiders**

The University believes in building trust among all its stakeholders, based on their commitment and contributions to the institution. It nurtures a sense of unity and responsibility toward Institutional development. The Trust, Advisory Council, Board of Governors, and other Committees of the University are all participative and have various stakeholders as members.
- 7. Institutional Tradition and Rituals:**

The University is upholding the traditions, established by the institution as means of emotional bonding among stakeholders that enhances commitment to the institution. We celebrate Ganesh puja, Saraswati puja, Yoga Day, youth festival "Ignite", "Vana Mohathsav" for plantation and Blood donation camp. We also celebrate "Prarambha" and "Akankshya" to welcome new student entrants and organizes "Smruti O Anubhuti" to celebrate the memorable days at University campus for the final year students while they graduate after their final examinations.
- 8. Alternative Strategy and Support Network**

The University always has backup plans to ensure the delivery of its commitments including facilities, organizing examinations, timely result publications and ensuring uninterrupted academic services. The various committees of the University prepare these alternative strategies.

Strategy: The University is planning to establish an advanced support network soon to smoothen the above said operations and strengthen the support system.

9. Goal Setting in every students

We encourage students to set and work towards their goals by creating awareness about opportunities through various career counselling programmes. Looking at holistic development of the students for their academic as well as personal development, the University is in practice of adopting the Mentor-Mentee System.

10. Safety and Security

The University has a safe and secure campus environment which contributes to the well-being of all stakeholders. The campus is surrounded by secure, strong and tall boundary wall topped with wire fences. We have 24x7 security system inside the campus at all major locations like main gate, teaching block, administrative block, hostels, guest house, central library and corner points. The campus is under the surveillance of CCTV camera. Outsiders are not allowed into the campus without due permission from the competent authority.

11. Search for proximity (Local friends. Local food and local culture):

Students often seek a sense of belonging during their initial year. The University facilitates this search by conducting programs that encourage friendships, provide local cuisine, and celebrate the local culture. Besides the orientation programme, the University observes various festivals among the students irrespective of all years of academic classes. We have undertaken various activities in the nearby revenue village Bhola and Kujimahal. We along with our students, teachers and staff visit the local villages to promote eco-social activities. We also participate in the festivals of nearby localities to encourage them. Further, priority has been given to the local youngsters while recruiting for the University.

12. Legacy of the system:

The University has been maintaining and continuing its traditions, cultures, and legacy through programmes and festivals. It also involves maintaining organizational hierarchy respectfully.

13. Legacy of the system (Respect & Perception):

Every individual stakeholder of the University has a positive perception of the institution and holds it in high regard. Each individual stakeholder is devoted and loyal to the University by their roles and actions. Regular feedbacks are taken from the stakeholders for introspection and undertaking changes in the system.

14. Openness in terms of information:

The University has been maintaining transparency in its operations including admission, teaching, examinations, research, and financial matters since its inception.

Strategy: The University is planning to implement advanced ERP very shortly and it will lead towards more openness and transparency of the above said activities.

- 15. The Ability of the institution to deliver on promises.** The University never compromises on its reputation and goodwill. It gives primary focus to delivering promises and rectifying failures, if any, promptly.
- 16. Accountability measures:** The systems of the University determine, and evaluate accountability of all the stakeholders for their roles and responsibilities and set consequences for the faults in the former. Everything is policy driven. At the failures of academic activities, they are issued with an inter-office memo. Delay in reporting to the duty is subject to cancellation of Casual Leave. Attendance below 75% in the classes debars a student to appear the examinations. These are some of the examples in this context.
- 17. Mental Health:** The University ensures students' mental health, providing appropriate infrastructure and support. The University has mentor-mentee system to give a first solution by the teachers. The Yoga, meditation and mindfulness lecture classes have been regularly arranged by the University.
- Strategy:** The University is planning to set up a Mental Health Counseling Centre to look after these issues.

F NETWORKING AND COLLABORATIONS ENABLERS

- 1. Strategic Collaborations** ASBM is the only University in the Eastern India to have been awarded the prestigious ACBSP (Accreditation Council for Business Schools and programs, USA) Accreditation for its MBA Programmes which has made it globally recognised. This accreditation has given ASBM University access to around 1200 University campus throughout the world for student and faculty exchange as a part of ACBSP's Global Network.
- The University has functional collaborations with Centre for Youth and Social Development, Foreign Universities, National HRD Network, New Delhi NI-MSME, Hyderabad, Blackbuck Education Private Limited to provide employability skills to the students of B.Tech-CS/IT Programme, and international collaboration with James Cook University, Singapore, Camed Business School, Cambodia, Metropolitan State University, Minnesota, University of Kelaniya, Sri Lanka, University of Nottingham, Malaysia, Eastern Michigan University, USA, St. Cloud State University, USA, World University of Bangladesh, Westcliff University, USA, California State University, USA, Management Development Institute of Singapore, North Carolina Central University, USA, Universidad Argentina de La Empresa (UADE), Argentina, Eurasian Technological University, Kazakhstan.
- Strategy:** The University is planning to form integrated partnerships across industry, academia, and communities through MoUs to encourage diverse collaboration for research, curriculum design, and community engagement

initiatives. We are planning to develop strong alumni networks that contribute to mentorship, funding, and domain expertise, supporting research and infrastructure development. We also aim to collaborate with industry for curriculum development, internships, apprenticeships, and joint projects that align with contemporary dynamic industry needs.

2. Academic and Research Excellence

Strategy: The University is planning to develop cross-institutional synergy to pursue academic collaborations for research, shared curricula, and inter mobility of students, enabling dual degree programmes and joint use of facilities. We are planning to create consortia for shared databases, library access, and co-authored research to drive innovative outcomes and participate in International research projects.

3. Practical Exposure and Experience

The University is providing hands-on learning to integrate practical up skilling with theoretical learning through industry consultations, usage of shared workshops, summer internship and live project opportunities.

Strategy: The University is planning to organize workshops to initiate "Earn while Lean to allow students to engage in live projects and hybrid learning models to gain professional experience while studying.

4. Community Engagement and service

The University has NSS and a 'Center of Social Responsibility' and it is extending the activities like forestation drives of Vana Mahothsav', cleanliness drive under Swachha Bharat Abhiyan, blood donation camps, awareness campaigns like mental health workshop etc in the nearby locality. The University has collaboration with CYSD for joint organization of community engagement and service activities.

Strategy: The University is planning to collaborate with NGOs and social service organizations for rural outreach and field work, participating in government programmes like Unnat Bharat Abhiyan for societal development. We are planning to engage with local bodies and communities through civic partnerships to foster sustainable development and implement field-based educational programmes.

5. Professional Development and Employment

The University through its Finishing School and placement cell undertakes professional development and placement networks with various industry sectors for internships, and students employment opportunities.

Strategy: The University is planning to promote faculty-led consultancy to enhance industry-Institute relationships and ensure faculty members to remain current with industry practices.

6. Quality and Credibility

The University has accreditation and certification by ACBSP, USA, an international accreditation body which is enhancing the institution's brand value

and ensuring a commitment to educational excellence.

Strategy: The University is planning to have accreditation from NAAC and NIRF. We are planning to adopt quality assurance frameworks from recognized agencies to improve internal standards and learning outcomes.

7. Innovation and Entrepreneurship

The University has established an "Incubation Centre" in its campus to develop an startup ecosystem.

Strategy: The University is planning to create funding avenues, and ideation networks to support startup initiatives and foster a vibrant entrepreneurial ecosystem. Planning to develop a digital infrastructure to provide a strong digital backbone to support startup activities, including access to digital resources and networks.

G. PHYSICAL ENABLERS

1.Smart Campus

The University is situated side to state owned high way named as Khordha-Cuttack Road. The capital city of Odisha, "Bhubaneswar" is only 18 kms from the University. The commercial hub of Odisha "Cuttack" and the district "Khordha" are situated 23 and 26kms from the University respectively. The University has a smart campus with wi-fi for the benefit of students, teachers and administration.

There are two patches of land owned by the university. The current campus of the university is located at Shiksha Vihar, Bhol, Chandaka, Bhubaneswar. This campus has a full coverage of civil structures and infrastructures.

Strategy: The 22-acre plot of land for second campus is located in Godisahi, 2 kilometers from Cuttack-Banki Road. The university intends to provide a physically accessible infrastructure accessible to people with disabilities, to support the academic and research endeavors of its schools and to develop its brand. In its second campus, sufficient IT-based physical technologies will be developed to support the operation of the university's academic and administrative departments.

The University follows the guidelines as fixed by the UGC Institutional Development Plan for Higher Education institutions (HEIs). It has planned to construct a green and smart second campus at Garhsahi, Cuttack-Banki road to create the best comfort and resilience.

2. Green/ Sustainable

The lushly green campus of the University is home to modern amenities and is surrounded by a beautiful natural environment, rich in flora and fauna. It is

Building	<p>based on the principle of open environment by using optimum models of water and energy consumption.</p> <p>Strategy: The University is planning to incorporate green energy, rain harvested water, renewable and recycled resources to produce and provide air, water, food, light, and electricity in a sustainable way in its second campus. A network of centrally air conditioned high-tech buildings with modern clean-green environmental concept is an aspirational provision of the University in its second campus.</p>
3. Infrastructure to commute	<p>The civil constructions of the University, like classrooms, laboratories, library, auditorium, hostels, dispensary, canteens and yoga centers are well connected with black-top wide streets. There is easy and free movement for all its stakeholders as the campus is declared as no vehicle zone. The signs at the entry points, and other corner points on streets of the campus guide to commute for differently-abled persons.</p> <p>Strategy: The University is planning to provide an access to high-quality paths for students and staff so they can commute by bicycle or battery-powered vehicles in its second campus. Ramps have been constructed to connect its ground floor of the main teaching and administrative block, dispensary and office of the Vice-chancellor and the Registrar to facilitate the Accessibility for PwD. The second campus has been planned to provide full accessibility to all its academic and administrative centers, hostels, libraries and other civil structures.</p>
4. Administrative Block (Admission & Counseling Area)	<p>The administrative block is a well-planned and spacious building that consists of administrative offices, classrooms and faculty offices. The Admission, counseling area Academics & Examinations and office of the Controller are there in this block. These offices have adequate office furniture, fixtures, computers, filing cabinets, almirahs and other adequate office equipment. The faculty rooms/cubicles are in adequate numbers. Currently, the University has five operative schools and each school has been provided with their own office buildings.</p> <p>Strategy: Our second campus will have another well planned administrative block comprising of required administrative and academic parts. The offices will be facilitated with sophisticated and scientifically designed modern office and furniture's and fixtures with adequate arrangement of lighting and ventilation.</p>
5. Library/ Digital Resource Centre	<p>The University has Chanakya Central Library. It has 23,661 number of books and 125 subscribed/exchange journals. It has adequate reading rooms, stock areas for books, journals, magazines, annual reports, manuals. It has a separate section with reading room for e-library where online information access facility is provided. This section has c-stat software, j-gate database-an access to 18,000</p>

e-journals, around 2,000 text and reference e-books in our computer systems and open access e links like e-Gyankosh, EPG Pathasala, NDLI etc.

Strategy: A digital resources center will be established with all relevant facilities conducive to the education atmosphere along with another central library.

**6. Lecture
Complex,
Classrooms**

The University has air-conditioned lecture classrooms, tutorial rooms and discussion rooms of different sizes with comfortable and adequate seating arrangements and teaching-learning facilities. Each classroom is provided with computer, projector, white board and other required materials. In additions to these, the University has lecture complexes like conference rooms, a mini auditorium with a sitting capacity of 250 people and a central auditorium with a sitting capacity of 500 people. The classrooms are arranged with modular furniture/ high desk and bench for the students.

Strategy: The University is planning to develop more smart class rooms and conference halls.

**7. Tutorial
Rooms**

Tutorial rooms of different sizes are provided with computer, screen, and whiteboards.

**8. Examination
Branch**

The University has one well planned and equipped Academic & Examination Section, it has a strong room, large enough to accommodate confidential documents and examination paper. The section is manned with adequate number of non-teaching staff under the supervision of Chief Administrative Officer (CAO). The section has been provided with adequate number of computers for timely publication of result, record keeping, data sharing for national depositories, methodex system for storage and other academic and examination services.

**9. Facilities to
Faculty and Staff**

Adequate numbers of well-equipped faculty chambers are there to accommodate all permanent faculty members, visiting faculty members, part-time faculty members, research scholars, etc. All Professors and Associate Professors are provided with single room faculty offices and two Assistant Professors are accommodated in one faculty room. Residential quarters have been provided on campus to the resident staff like wardens, students welfare officer, pharmacist and other emergency staff like water, power and other essential service/facility rendering technical staff.

10. Meeting rooms

The meeting rooms designated as conference room/hall have been provided with enough space, furniture, and electronic communication/presentation equipment and video conferencing facilities.

Strategy: The University is planning to set two more meeting rooms with audio video facility.

12. Laboratories and Research Centers

Currently, the University has many labs, viz. two computer labs, language lab, SPSS lab, Physics lab and statistical computation lab.

Strategy: The University is planning for the modernisation of existing labs, establishment of some more labs for psychology, accounting and finance along with advanced super specialty research centers. Establishment of school wise seminar libraries with reference books and online digital information resources are also under its future plan.

13. Computer Centre/ Multimedia Studios

The Computer lab has been appropriately equipped with the required number of computers, as per the standard norms of Student-computer Ratio.

Strategy: The University is planning to set up multimedia studios for the creation of digital contents with optimum sound control and recording facilities.

14. Cafeteria/ Dining Room/Mess Facility required

The cafeteria, dining room, and mess are all equipped with an adequate number of cooking & cleaning and equipments to ensure quality, cleanliness, and hygiene.

Strategy: The University is planning the modernization of all these facilities under its strategic plan.

15. Games and Sports facility

The sports infrastructure at the University include playground for volleyball and badminton. It has facilities like yoga centre and entertainment, zones with the facility of table tennis and other indoor games for physical, mental and spiritual development of the students.

Strategy: The University is planning to build a playground and indoor stadium of sufficient size to accommodate variety of games. The expansion of the gymnasium and development of swimming pool, stadium, high quality playgrounds, modern indoor stadium with multi- purpose arena are also included to its strategic plan for new campus.

16. Auditorium and conference rooms

The University has one central auditorium and one mini auditorium of 500 and 250 seating capacity respectively. Three conference rooms of different capacities are present in the University.

Strategy: The University is planning to modernize the auditoriums, conference and meeting rooms with adequate facilities well fit for the contemporary times.

17. Hostels

The University has set up eight boys and two girls hostels taking into the consideration as out-stationed students. The present hostels can accommodate 60% of its out stationed students.

Strategy: The University is planning to build some AC hostel rooms, modernise of existing hostels and its rooms. It is planning construct research scholars hostel and foreign students hostel with contemporary facilities.

18. Parking

Necessary parking both for motor cars and bikes has been provided inside the campus for its employees.

Strategy: The University is planning to build up modern car parking with adequate design connecting to its central auditorium. Again plans are there to set up light weight shed for motor bikes.

19. Exhibition Hall

Strategy: The University is planning to have different exhibition halts for different schools as per their requirements in new campus.

**20. Guest
Accommodation**

The University has a well-furnished and air conditioned guest house for visitors, parents and other stakeholders to meet the university requirements as per different occasions.

Strategy: The University is planning for the modernisation of existing guesthouse and construction of good guest hostels with accommodation, food, and recreation at its second campus.

**21. Commercial
Shops and
Centers**

Student-convenience shops like coffee house (Nescafe), snacks, stationeries automated laundries, reprography, ATM Banking and Post office are sited inside the campus.

Strategy: The University is planning for the modernisation of existing, and construction of new shopping complex/centers suitable for all kinds of shopping at its second campus.

**22. Health and
Wellbeing**

and meditation center for mental wellbeing.

The University has an on campus dispensary offering outpatient services 24 hours a day, 7 days a week along with 24x7 ambulance facility. It has a temple

Strategy: The University is planning for a modern dispensary/hospital with in-patient and out-patient services under the strategic plan for its second campus.

**23. Student
Recreation
Facilities**

Student recreation facilities with appropriate blend of modernity and functionality like Gym, multi floor studio for dance and other recreational activities are provisioned inside the campus.

Strategy: The University plans to have more recreational facilities for students in the new campus.

**24. International
student centers**

Strategy: The University is planning to have international student centre and separate well-furnished hostel for its foreign students.

**25. Incubation
centre and
industry research
Research park**

The University has an Incubation Centre.

Strategy: The University is planning a research park to incorporate in-house and development units and foster collaborations.

**26. Botanical Park/
Garden**

The lushly green campus of the University is home to modern amenities and is surrounded by a beautiful natural environment, rich in flora and fauna. The campus is completely filled with a varied collection of living plants.

Strategy: The University is planning to develop and document the collection of medicinal and other types of plants that may be used for the purpose of scientific research, conservation, display, and education under its strategic plan for the second campus.

**27. Vocational
Education,
Training
and Skilling
Infrastructure**

Strategy: The University is planning to set up labs for vocational studies.

Adequate & well equipped building space with appropriate equipment, machinery and tools, including computer labs and technology labs for learn skilling vocational education as part of course curriculum shall be setup soon.

H. DIGITAL ENABLERS

1. Internet usage

The University has been giving utmost importance to internet-usage for connecting external world through an electronic device to the stakeholders so as to enhance academic excellence by accessing quality educational materials, online courses and research opportunities.

Strategy: The University is planning to upgrade internet connectivity. software and hardware to support an uninterrupted academic and research activities.

2. Website

The University has structured and updated institutional website to provide information to the public, students, teachers, industry, regulators and other stakeholders. The University has a separate website for its journal.

Strategy: Planning to have update with an interactive website to facilitate surveillance and inspection by regulators and accreditation agencies. We are also planning to increase global visibility by optimizing search engines to enhance international student recruitment and research collaborations.

**3. Online Messaging
stakeholders'
groups**

The University has been using Gmail in for its upwards and downwards communication among the stakeholders.

Strategy: The University is planning to use data analytics to tailor messages to individual needs.

**4. Online Blogs &
Sites for every
course**

The University provides domain news and course information to the concerned stakeholders and general public through its website. It also showcases faculty expertise and research in social media through online blogs and sites.

Strategy: The University is planning to provide information about the progress of the students and University to the concerned stakeholders. Further plans are in progress to provide blogs through its website

5. Wi-Fi Campus

The University has Wi-Fi enabled campus providing online access to information throughout the campus and in classes.

Strategy: The University is planning to enhance the systems robustness and speed in the near future.

**6. Online Study
Material**

The University has some hard copy of study materials in its book bank for circulation among the students. The students also avail online study materials from the concerned subject instructors.

Strategy: The University is planning to develop sturdy materials in audio video, and text forms as per the curriculum and to provide them to concerned students online as an additional support to classroom teaching-learning process. The study materials in the form of a PDF can be stored in a Smartphone, tablet, or laptop computer with a password security. It will help in providing a ubiquitous reference for the covered portion of the course subjects.

7. Digital Library

The University has been subscribing to the J-Gate database and is providing an open access to Journals for its stakeholders. Again, the University is a member in national digital library (NDLI) and is providing access to all its stakeholders of the University for Ubiquitous Access of books, periodicals, study materials, magazines, annually ear books of organizations and journal in digital form. A lot of e-books are also available in the library.

Strategy: The University is planning to collaborate with some global digital libraries and continuously refine the strategy to meet evolving user needs and technological advancements.

8. Digital Publication

The University library has been publishing online, its ASBM University Business Updates newsletter every week.

Strategy: The University is planning to list the journal under UGC database. Further Plans are in place to extend the service to publication of books, newsletters, magazines & journal proceedings of conferences. We are also planning to go with online digital publications which will be open to access globally.

9. Paperless office

Strategy: The University is planning to introduce paperless office system using an automated Learning Management System (LMS) for digital information processing of all teaching, learning, examination, and evaluation activities of academic and examination sections. Digital platforms will be undertaken in conducting quizzes, internal assessments and other tests deemed to be fit to the systems for receiving prompt feedback on performance of evaluation of the students. Similarly, the operating and governance activities of HR, Accounts, students welfare and others will be undertaken through a common digital platform-ERP.

10. Paperless exams

Strategy: The University is planning to adopt a digital examination system wherever possible (Quiz, Internal assessments, etc) to eliminate the wastage of papers in the examination process.

11. Online Evaluation

The University has online evaluation system for its UG and PG entrance fests.

Strategy: The University is planning either to develop or procure from third party digital software to carry out the online evaluation for its examinations. The university also plans to provide training and support for faculty and students on online evaluation tools.

**12. Website based
result
Announcement**

Strategy: The University is planning to accept an ERP for the University and use it for online announcement of results for ease of access and reach-ability.

**13. NAD marks
Cards Facility**

It has been registered to NAD.

Strategy: The University is planning to have a mark card facility for convenience and thus completely secure the digital academic depository solution.

**14. Online admission
Test**

The University has different online admission tests for taking admission into the programmes. It is a ubiquitous facility for global admission too.

The University has ASBMUEE for MBA, ASBMUEE-Management Test for IMBA, ASBMUEE-Law Test for both BA and BBA LLB and ASBMU-RAT for Ph.D.-Management and Ph.D. -Commerce Programmes.

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| 15. Education ERP | <p>Strategy: The University is planning to run an educational ERP to integrate various departments, sections and schools of the university for timely exchange and access of information.</p> <p>Further, we are planning to host centers of excellence, in collaboration with software industry including IBM, Microsoft, Accenture, and Wipro, among others.</p> |
| 16. Plagiarism software facility | <p>The University has provided the facility of "Drillbit" software to its stakeholders to check plagiarism content in the documents.</p> <p>Strategy: The University is planning to incorporate advanced software's for testing plagiarisms.</p> |
| 17. Online digital magazine & Student Publication | <p>Strategy: The University is planning to incorporate the facility of online digital magazine and student publications.</p> |
| 18. Online placement (Project, internship and final) | <p>Strategy: The University is planning to develop digital platforms shortly for these activities.</p> |
| 19. Video documentation of each course and each school | <p>Strategy: The University is planning to develop videos for different courses, school wise for open information. Those can be accessed globally.</p> |
| 20. Video documentation on online public platforms | <p>Strategy: The University is planning to open an online video platform. It will enable users globally to upload, store, and play back video content on the internet. Planning to throw in a structured private server.</p> |
| 21. Social Media based Promotions | <p>The University is visible in social media sites like LinkedIn, Instagram, Facebook.</p> <p>Strategy: The University is planning to extend this by adding more social networking modes soon.</p> |
| 22. Use of ICCT Underlying Technologies Like AI, BA, CC, DS.MB, OC, VR & AR | <p>Strategy: The University is planning to add more emerging technologies to its system. It is planning to delve deeply into the cutting-edge technologies including virtual/augmented reality (VR/AR). Block Chain, the Internet of Things (IoT), Artificial Intelligence (AI), Machine Learning (ML) and many others. Further, there are plans to implement a Learning Management Software (LMS) to provide a common communication platform for teachers, parents, students and schools to share knowledge and information with each other it will</p> |

transform various manual and time consuming routine tasks like fees collection, taking attendance, issuing report cards and digital certificates etc. into easy, quick, paperless and transparent processes documents and support the University's operations.

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| 23. Studio for video online classes | Strategy: The University is planning to set-up studio for digitization of sound and scene in classes. |
| 24. Video conference Facility | The University has video conferencing facility. It is being used for exchange of information in digital format. |
| 25. Online open Publication System | Strategy: The University is planning to access online open publication system for exchanging new knowledge generations. |

ROAD AHEAD

India will be marketed as an "International Study Destination" offering top-notch instructions at a reasonable cost, assisting in the elevation of its status as a "Vishwa Guru". The University has been planning to set up an International Students" cell to coordinate all matters pertaining to welcoming and supporting students arriving from abroad. It will facilitate collaboration for teaching and research, faculty/student exchange with top graded quality marked foreign educational institutes and Universities. It will also work on the system to exchange Mous with the foreign institutes and Universities and promote research collaborations with them. The University will embark on its path toward academic and professional excellence in accordance with NEP-2020's vision and make a positive contribution to the objective of "One Earth, One Family, One Future,"