



॥ सिद्धिः भूषयते विद्याम् ॥

**avantika**  
UNIVERSITY

AVANTIKA

**NEXT** ▶▶

2021-24

A Strategic Plan  
to Shape our  
Future

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सृजन  
Create

विवर्तन  
Change

परिवर्तन  
Transform

## Preamble

We are pleased to introduce our strategy document **Avantika NEXT**, which describes the future we are working towards, and the challenges we must respond to over the next three years.

Over the next few years, the higher education environment will continue to see significant changes, including greater student aspirations, increased competition, shift in society and industry expectations, changing social dynamics, and a major transition in the role of faculty.

In this changing environment, it is important that we have a clear sense of shared purpose, accompanied by an ambitious set of objectives that will stand us in good stead to thrive. We want to be sure that Avantika continues to remain relevant, inventive, and challenging in transitional times and make significant contributions through its academic and research excellence.

The result of our extensive conversations with a range of stakeholders is set out in four key objectives of education, research, student experience, and engagements, with three supporting objectives in the form of people and culture, campus and services, and sustainability.

This plan also layouts a series of action steps that will guide us to reach our targets — the highest academic standards, an enriching student and faculty experience, and responsible management leaving a strong legacy for future generations.

Together, we are now ready to transition — moving from ideas to actions and accelerating from a strategic vision towards a better tomorrow.

*Pradheer Sargawanshi*

Vice Chancellor





# Vision

Avantika aims to nurture and cultivate young minds who will serve as enlightened citizens, bringing a positive change in the society.

# Goals

- ▶ To be a new-age university, with national recognition and regional leadership in providing design-centric education that is ready for the future.
- ▶ To secure QS I-GAUGE E-LEAD Certification focussing on student-faculty online engagement, LMS, IT support facilities, and best practices for e-learning.
- ▶ To feature in QS I-GAUGE University Ratings (for Indian universities) and accomplish top ratings in QS I-GAUGE Subject Ratings (Design) and QS I-GAUGE Subject Ratings (Engineering and Technology).
- ▶ To earn A+ Grade in accreditation from NAAC, as a reflection of high quality and commitment to higher education.

# ▶ Objectives

## Education 1

Provide contemporary and personalized education with a 21<sup>st</sup> century curriculum and the learning focused on what really matters in life that equips our students with the knowledge, skills, and behaviour for professional success and responsible citizenship.

## Research 2

Nurture a robust ecosystem led by innovation and enterprise that enables our students and faculty to generate exciting research, engage with new audiences through creativity and professional service, and make impactful contributions to society.

## Student Experience 3

Ensure a high-quality student experience with emphasis on experiential and transdisciplinary learning, where students feel supported as individuals, and through the breadth of activities and opportunities available, grow to their highest potential.

## Engagement and Collaboration 4

Create a distinct identity, increased awareness and impact of Avantika brand locally, regionally, nationally, and globally, through effective communications and partnerships, and continue to attract high-quality students onto our programs.

## People and Culture 5

Develop a high-quality workforce that works together to achieve our strategic priorities, promote the culture of independent thinking, simplify our organizational structure, and promote digitally-enabled business processes for operational efficiency.

## Campus and Services 6

Foster an inspiring learning environment with underlying physical infrastructure, industry-standard academic facilities, robust digital infrastructure that supports our students, faculty, and staff in their academic ambitions and professional growth.

## Sustainability 7

Embed a deliberate and responsible approach to our environment, resources, and operations by reinventing facilities, processes, and practices, and instil the values of social, economic, and environmental responsibility to make a meaningful impact.

## ▶▶ Targets

**Digital**  
First

**UG** PROGRAMS **20**

 **1:4**  
Placement  
Opportunities

**80+**  
FACULTY

**21<sup>st</sup>** Century  
CURRICULUM

**EVENT** **TEDx**

**600+**  
Outreach Activities  
for Admissions

**80%**  
▶ Alumni Satisfaction  
▶ Employee Satisfaction

**10** Executive  
PROGRAMS

**90%**  
▶ Graduation Rate  
▶ Student Satisfaction

**2** PhD  
SCHOLARS

Research  
Funding and Grants **₹1.0**  
C R O R E

UJJAIN  
**Designing**  
WEEK

Applications  
No. of **1:5**

**Industry**  
Projects  
**100+** per  
YEAR

**Special Day**  
Lectures

**60** Research,  
Design and  
Consultancy  
Projects

**avantika**  
Designing  
CHALLENGE

**P** PROGRAMS **10**  
**G**

Community  
**OUTREACH**

 **1:3**  
Internship Opportunities

**120** Publications and  
Creative Outcomes  
by Students

Thought  
**LEADERSHIP**

**3** SCHOOLS **6** CENTERS

**360°**  
FEEDBACK

**1200+**  
TOTAL STUDENTS

**100%** **Tech**  
Integration

Intake  
Student **450**

Partnerships with  
**Global**  
UNIVERSITIES **20**

**10** Certification  
Programs  
per YEAR

**Business**  
INTELLIGENCE

**135**  
Research and Design  
Publications by Faculty

**Design**  
CULTURE

# values

#Create, Change, Transform

Freedom of Thinking

Integrity and Diligence

Social and Moral Responsibility

Collaboration over Competition

Academic Rigor and Excellence

Individuality, Diversity, and Universality

Core Objectives

## Education

1

Provide contemporary and personalized education with a 21<sup>st</sup> century curriculum and the learning focused on what really matters in life that equips our students with the knowledge, skills, and behaviour for professional success and responsible citizenship.

## Action Steps

- Expand the academic portfolio with launch of **new programs** and **specializations** around trans-disciplinary models.
- Strengthen the **industry interface** in formal teaching through visiting faculty, live projects, guest lectures, and workshops.
- Initiate **doctoral programs** in the interdisciplinary and multidisciplinary domains of Design, Engineering, and Liberal Studies.
- Launch **continuing education and extension programs** in relevant areas for the external community at large.
- Redesign the **academic framework** and create elective combinations that allows students to **design their own specializations**.
- Embed sustainability and **sustainable design** as an integral component of curriculum, teaching, learning, and practice across the spectrum.
- Develop a **participatory learning model** that is innovative and enjoyable while being meticulous and comprehensive at the same time.
- Devise **assessment methods** to measure the learning outcomes of the course and expand the utilization of **technology** to enhance learning.
- Incorporate **portfolio development** as an integral component of student deliverable and consistently push for compliance till graduation.
- Determine the right mix of **online, hybrid, and face-to-face mode** for course delivery and engagement.
- Enhance the use of **Canvas LMS** and integrate appropriate **tools** for a comprehensive learning experience.

## Performance Metrics

Key Performance Indicator	Year 1 (2021-22)	Year 2 (2022-23)	Year 3 (2023-24)	Targets (3-Years)
<b>UG Programs (Cumulative No. of)</b>	<b>12</b>	<b>16</b>	<b>20</b>	<b>20</b>
Design	5	6	8	8
Engineering	4	4	6	6
Liberal Studies	3	6	6	6
<b>PG Programs (Cumulative No. of)</b>	<b>4</b>	<b>6</b>	<b>10</b>	<b>10</b>
Design	4	5	6	6
Engineering	-	-	1	1
Liberal Studies	-	1	3	3
<b>PhD Programs (No. of)</b>	<b>2</b>	<b>1</b>	<b>-</b>	<b>3</b>
Discipline	Design Engg.	Liberal Studies	-	
<b>Executive Programs (No. of)</b>	<b>2</b>	<b>4</b>	<b>4</b>	<b>10</b>
Design	1	2	2	5
Engineering	1	1	1	3
Liberal Studies	-	1	1	2
<b>Industry Interface</b>				
Visiting Faculty (% of Credits)	15%	20%	20%	20%
Guest Lectures/Workshops (No. of)	50	60	90	200
<b>Digital Learning</b>				
Online Courses (%)	10%	15%	20%	20%
Content in Other Courses (%)	10%	15%	20%	20%
<b>Curriculum Revision (%)</b>	<b>20%</b>	<b>20%</b>	<b>10%</b>	<b>50%</b>
<b>Assessment</b>				
e-Portfolios (% of students)	60%	80%	100%	100%

### Design

Industrial Design  
Communication Design  
UX Design  
Fashion Design  
Interaction Design  
Digital Media Design  
Information Design  
Space Design  
Game Design

### Engineering

Computer Science and  
Engineering  
Artificial Intelligence  
Data Science  
Cloud Computing  
Cyber Security  
Electric Vehicle  
Interaction Design  
Biological Systems

### Liberal Studies

Business Studies  
Creative Management  
Data Analytics  
Psychology  
Mass Communication  
Actuarial Science  
Finance  
Economics

## Research

2

Nurture a robust ecosystem led by innovation and enterprise that enables our students and faculty to generate exciting research, engage with new audiences through creativity and professional service, and make impactful contributions to society.

## Action Steps

- Define an overarching **Research and Consultancy policy** outlining norms, processes, framework, and incentives for stimulating the spirit and culture of innovation.
- Energize the formation of **interdisciplinary research centers** in high potential areas like Cyber Physical Systems, Business Intelligence, Cognitive Science, and the like.
- Promote the **Design Center** for consultancy assignments, design service, professional projects, and technology transfer.
- Initiate a **Design-Tech Incubator** to promote the entrepreneurial culture and provide tailored support for early-stage start-ups and ideas.
- Create **cross-faculty**, interdisciplinary **research teams** based on individual faculty strengths to address problems of interest and relevance.
- Provide **seed grants** and foster **professional development** opportunities for **self-initiated** and trans-disciplinary faculty projects.
- Explore opportunities for **funding and grants** through national and international agencies for projects in frontier areas of design and engineering.
- Strengthen the **networks** with academia, industry, and research institutions for **joint research** and other opportunities.
- Employ an open and flexible mechanisms to attract **high-quality candidates** for the **PhD program** and **research fellows** for projects.
- Clearly articulate the **KRAs** for the research activities in **Appraisal and Incentive policy** to encourage high performance.

## Performance Metrics

Key Performance Indicator	Year 1 (2021-22)	Year 2 (2022-23)	Year 3 (2023-24)	Targets (3-Years)
<b>Research Centers (No. of)</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>6</b>
Interdisciplinary	2	1	1	4
Design Service	1	-	-	1
Incubation	-	1	-	1
<b>Research Funding and Grants (lakhs)</b>	<b>20</b>	<b>30</b>	<b>50</b>	<b>100</b>
Seed Funding	10	10	10	30
External Funding	10	20	40	70
<b>Research Projects (No. of)</b>	<b>9</b>	<b>8</b>	<b>8</b>	<b>25</b>
Self-Initiated Projects	6	5	4	15
Joint Projects	2	1	1	4
Funded Projects	1	2	3	6
<b>Design Projects (No. of)</b>	<b>10</b>	<b>11</b>	<b>14</b>	<b>35</b>
Self-Initiated Projects	8	8	9	25
Professional/Consultancy Projects	2	3	5	10
<b>Research Publications (No. of)</b>	<b>22</b>	<b>33</b>	<b>45</b>	<b>100</b>
Journals	5	10	15	30
Conferences	15	20	25	60
Books, Monographs, and Reports	2	3	5	10
<b>Design Publications (No. of)</b>	<b>10</b>	<b>11</b>	<b>14</b>	<b>35</b>
Creative Outcomes *	8	8	9	25
Books and Monographs	2	3	5	10
<b>IPR (No. of)</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>5</b>
Patents, Copyright, TM, Design	1	2	2	5
<b>Incubation</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>4</b>
Start-ups (No. of)	1	1	1	3
Technology Transfer	-	-	1	1
<b>Research Scholars (No. of)</b>				
PhD Scholars	5	10	10	25
Research Associates	5	7	10	10

\* Creative Outcomes may include artefacts such as objects, images, film, fashion, music, design collections, models, samples, prototypes, digital media, or other outcomes such as performances and exhibitions.

Center for Cyber Physical Systems	Research Funding and Grants	1 Crore+
Center for Nature and Culture	Research and Design Projects	50+
Center for Cognitive Science	Research and Design Publications	100+
Center for Business Intelligence	IPR	5
Design Center	Incubation - Start-ups	4
Design-Tech Incubation Center	PhD Scholars	25

Ensure a high-quality student experience with emphasis on experiential and transdisciplinary learning, where students feel supported as individuals, and through the breadth of activities and opportunities available, grow to their highest potential.

### Action Steps

- Develop a **Student Life Cycle** model embodying a student’s journey from enrollment to graduation.
- Amplify opportunities for students to extend their **learning beyond the classroom** and **beyond the disciplinary boundaries**.
- Introduce a one of its kind **Life Skills Program** with an aim to inculcate emotional and intellectual competencies in line with 21<sup>st</sup> century requirements.
- Strengthen the **Mentor-Mentee** scheme for supporting the academic, career, and personal goals.
- Enhance the **industry experience** through masterclasses, workshops, industry projects, and focused challenges.
- Incentivize students for **participation** in events, **competitions**, and research studies.
- Develop transferable skills and build networks through lively **clubs and societies**.
- Ensure that students recognize the value of **extra-curricular activities** to future employment success.
- Improve job market awareness and support career planning through **Career Readiness Services**.
- Embed positive mental health and resiliency through the **Emotional Wellness** programs tailored to meet specific needs throughout the student journey.
- Empower the **Student Council** to promote cultural awareness and foster a greater **sense of belonging** across the campus through student led activities.
- Launch an annual **Student Experience Survey** to continually improve student experiences.

### Performance Metrics

Key Performance Indicator	Year 1 (2021-22)	Year 2 (2022-23)	Year 3 (2023-24)	Targets (3-Years)
<b>Completion Rate</b> % of Students to graduate	90%	90%	90%	90% every year
<b>Scholarships</b> Students Receiving (% of)	10%	10%	10%	10% per year
<b>Certification Programs</b> Industry/Global (No. of)	5	5	5	5 per year
Skill Development (No. of)	5	5	5	5 per year
Student Completion (%)	20%	25%	30%	30%
<b>Industry Connect (No. of)</b> iConnect Sessions	40	50	60	150
Industry Projects	100	100	100	100 per year
<b>Corporate Lab Projects</b> SHOPX Lab (No. of Projects)	1	3	4	8
ABLED Lab (No. of Projects)	4	6	10	20
Platinum Lab (No. of Projects)	1	2	2	5
<b>Student Research</b> Student Involvement (%)	5%	5%	5%	5% per year
Publications (No.of)	5	5	10	20
Conference Presentations (No. of)	10	20	20	50
IPR (No. of)	1	2	2	5
<b>Competitions and Fests</b> Student Participation (%)	20%	20%	20%	20% per year
Creative Outcomes* (No. of)	10	20	20	50
Awards and Achievements (No. of)	10	10	10	10 per year
<b>Professional Clubs (No. of Members)</b> Toastmasters	40	50	70	70
Reap Benefit	50	60	80	80
AIIESEC	30	50	70	70
Teach for India	20	30	50	50
<b>Avantika Clubs</b> Clubs (Cumulative No. of)	6	8	10	10
Activities (No. of)	15	15	20	50
Student Involvement (%)	10%	15%	20%	20%
<b>Exchange Abroad (No. of)</b> Opportunities	5	10	20	20
Students going abroad	5	10	20	20

Key Performance Indicator	Year 1 (2021-22)	Year 2 (2022-23)	Year 3 (2023-24)	Targets (3-Years)
<b>Career Development (No. of)</b>				
Resume Creation Workshops	2	2	2	2 per year
Interview Preparation Workshops	2	2	2	2 per year
Portfolio Creation Workshops	16	16	16	16 per year
Portfolio Review: Internal	1	1	1	1 per year
Portfolio Review: External	1	1	1	1 per year
Aptitude Skills Training Sessions	10	10	10	10 per year
Assessment Services (session/student)	1	1	1	1 session per student
<b>Internships and Placements</b>				
Companies (No. of)	40	50	60	60
A Category Companies (No. of)	5	8	12	12
International Companies (No. of)	3	5	8	8
Internship Opportunities (Ratio)	1:3	1:3	1:3	1:3
Average Stipend (in INR)	5,000	6,000	7,500	7,500
Students receiving Stipend (% of)	20%	30%	50%	50%
Placement Opportunities (Ratio)	1:2	1:3	1:4	1:4
Average CTC (in INR)	5 lakh	6 lakh	7 lakh	7 lakh
Career Fair	1	1	1	1 per year
Student Selection (%)	100%	100%	100%	100%
<b>Overall Student Satisfaction (%)</b> (Education, Digital Learning, Academic, Facilities, Support Services, Residence Life)	<b>80%</b>	<b>85%</b>	<b>90%</b>	<b>90%</b>

\*Creative Outcomes may include artifacts such as objects, images, film, fashion, music, design collections, models, samples, prototypes, digital media, or other outcomes such as performances and exhibitions.

Life Skills Program  
Certification Programs  
Masterclasses and Workshops  
Industry Visits  
Industry Projects  
Corporate Lab Projects  
Student Publications  
Conference Presentations  
Competitions and Fests  
Creative Outcomes  
Mentor-Mentee Engagement

Cultural Fests and Celebrations  
Sports and Fitness  
Professional Clubs  
Avantika Clubs  
Emotional Wellness  
Social and Civic Engagement  
Career Development Service  
Internships and Placements  
International Exchange  
Student Scholarships  
Student Satisfaction Survey

Create a distinct identity, increased awareness and impact of Avantika brand locally, regionally, nationally, and globally, through effective communications and partnerships, and continue to attract high-quality students onto our programs.

## Action Steps

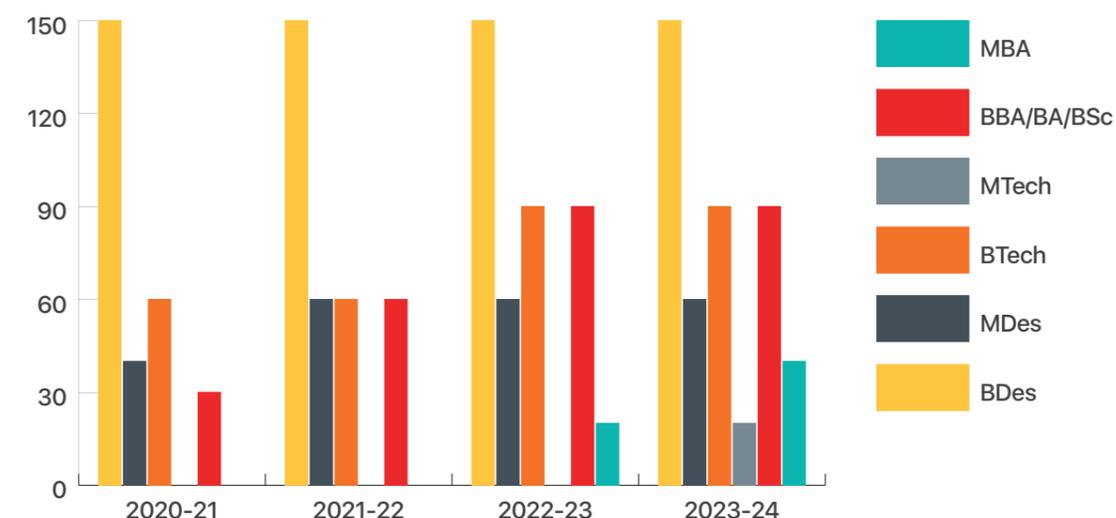
- Ensure greater **awareness and visibility** of our existence, who we are, and what we achieve.
- Convey consistent **brand values**, communicating, and establishing our **distinctive position**.
- Revamp the **website** with dedicated pages for students and faculty, and integrate a mechanism within the academic framework for timely updates.
- Improve the **digital presence** through a planned content strategy, focusing on **Thought Leadership** marketing and dedicated reach with target students and parents.
- Develop a cohesive approach to create **digital, multimedia, and print communications** that showcases our foundational strengths, activities, achievements, and impact.
- Refine the **admission processes** to improve the profile of our entering class and amplify the targeted **outreach activities**.
- Strengthen the **corporate engagement** with multiple touchpoints across the year while increasing the database of companies and individuals.
- Develop a strong presence in the region through **exhibitions, competitions, fests, media presence, community outreach**, and the like.
- Collaborate with various **global universities** for joint research projects, student exchange, and faculty exchange programs.
- Create regular **reports** and similar that highlight the activities, achievements, thought leadership, research, and disseminate these reports to various stakeholders and media.
- Create an Office of **Alumni Engagement** to support alumni visits, activities, and engagement, and harness alumni as advocates and ambassadors.
- Launch an **Alumni portal** for interactions and engagement portfolio listing.

## Performance Metrics

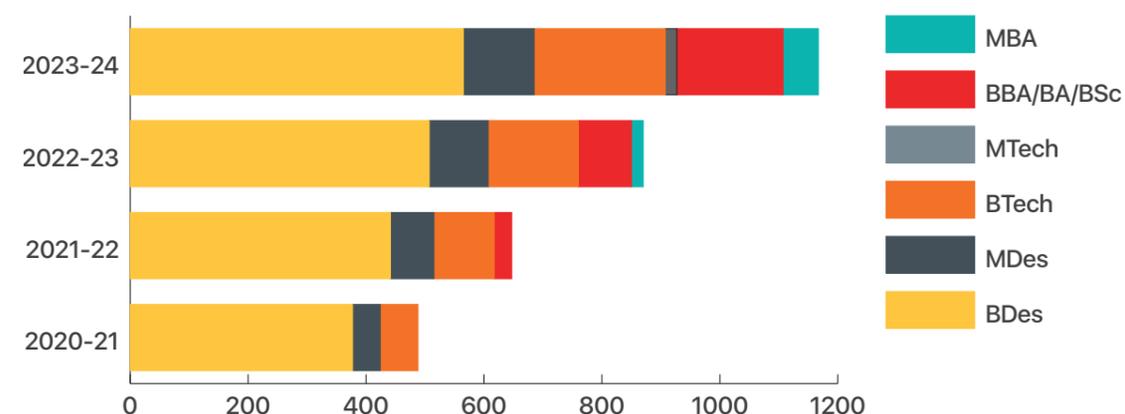
Key Performance Indicator	Year 1 (2021-22)	Year 2 (2022-23)	Year 3 (2023-24)	Targets (3-Years)
<b>Admissions (Student Intake)</b>	<b>280</b>	<b>350</b>	<b>450</b>	<b>450</b>
BDes	150	150	150	150
MDes	40	60	60	60
BTech	60	60	90	90
MTech	-	-	20	20
BBA/BA/BSc	30	60	90	90
MBA/MSc	-	20	40	40
<b>Student Strength (No. of Students)</b>	<b>650</b>	<b>873</b>	<b>1170</b>	<b>1170</b>
BDes	442	508	566	566
MDes	74	100	120	120
BTech	104	155	224	224
MTech	-	-	20	20
BBA/BA/BSc	30	90	180	180
MBA/MSc	-	20	60	60
<b>Leads and Applications (No. of)</b>				
Digital Source	15,000	20,000	25,000	25,000
DALHAM and Other Associations	15,000	20,000	25,000	25,000
Outreach	30,000	35,000	45,000	45,000
Others (Purchase)	50,000	50,000	60,000	60,000
Total	1,10,000	1,25,000	1,55,000	1,55,000
Applications v/s Intake (Ratio)	1 : 2	1 : 3	1 : 5	1 : 5
<b>Outreach – Admissions (No. of)</b>	<b>452</b>	<b>575</b>	<b>700</b>	<b>700</b>
School Connect - DALHAM	250	250	250	250
School Connect - Avantika	50	70	100	100
Coaching Class Connect	25	50	75	75
School Fair	10	20	30	30
Career Fair	10	20	30	30
Open House	5	10	15	15
Principal Conference	2	5	10	10
Campus Visits - Students	30	50	60	60
Campus Workshops - Students	20	30	40	40
Campus Visits - Others	50	70	90	90
<b>Partnerships &amp; Associations (No. of)</b>				
Global Universities	5	10	20	20
Industry/Corporate	4	7	10	10
Academic/Research	4	7	10	10
Professional Societies	4	7	10	10

Key Performance Indicator	Year 1 (2021-22)	Year 2 (2022-23)	Year 3 (2023-24)	Targets (3-Years)
<b>Corporate Engagement</b>				
iConnect Sessions (No. of)	40	50	60	150 Sessions
Podcast (No. of Episodes)	60	60	60	60 per year
ADS Meetups (No. of Cities)	6	9	12	12 Cities
Magazine (No. of Issues)	6	6	6	6 per year
Virtual Unconference	1	1	1	1 per year
Corporate Labs (New Companies)	1	1	2	4 total
Database of Companies (No. of)	2000	3000	4500	4500
Database of Individuals (No. of)	3000	4500	6500	6500
<b>Brand Outreach (No. of)</b>				
Avantika Designeering Challenge	1	1	1	1 per year
Online Competition/Hackathons	3	3	3	3 per year
Virtual Training Workshops	5	5	5	5 per year
Design-Tech Fest (Chakraview)	1	1	1	1 per year
Cultural Fest (Hues)	1	1	1	1 per year
Sports Fest (Spardha)	1	1	1	1 per year
<b>Brand Visibility (No. of)</b>				
Professional Events (Attending)	16	22	30	68 total
Media Articles (Publishing)	12	18	30	60 total
Speaking Engagements (Offline)	5	10	15	30 total
Speaking Engagements (Online)	5	10	20	35 total
TEDx Event	1	1	1	1 per year
Annual Conference	1	1	1	1 per year
Ujjain Designeering Week	1	1	1	1 per year
Avantika Showcase	1	1	1	1 per year
Avantika Connect	12	12	12	1 per month
<b>Brand Communication (No. of)</b>				
Annual Magazine	1	1	1	1 per year
Newsletter (Monthly)	12	12	12	1 per month
Research Compendium	1	1	1	1 per year
Thought Leadership	12	12	12	1 per month
Coffee Table Book	1	1	1	1 per year
Annual Report and Letter	1	1	1	1 per year
<b>Alumni Engagement</b>				
Alumni Chapter Meet (No. of)	1	2	2	5
Virtual Events (No. of)	1	3	6	10
Overall Alumni Satisfaction (%)	70	75	80	80

### Student Intake

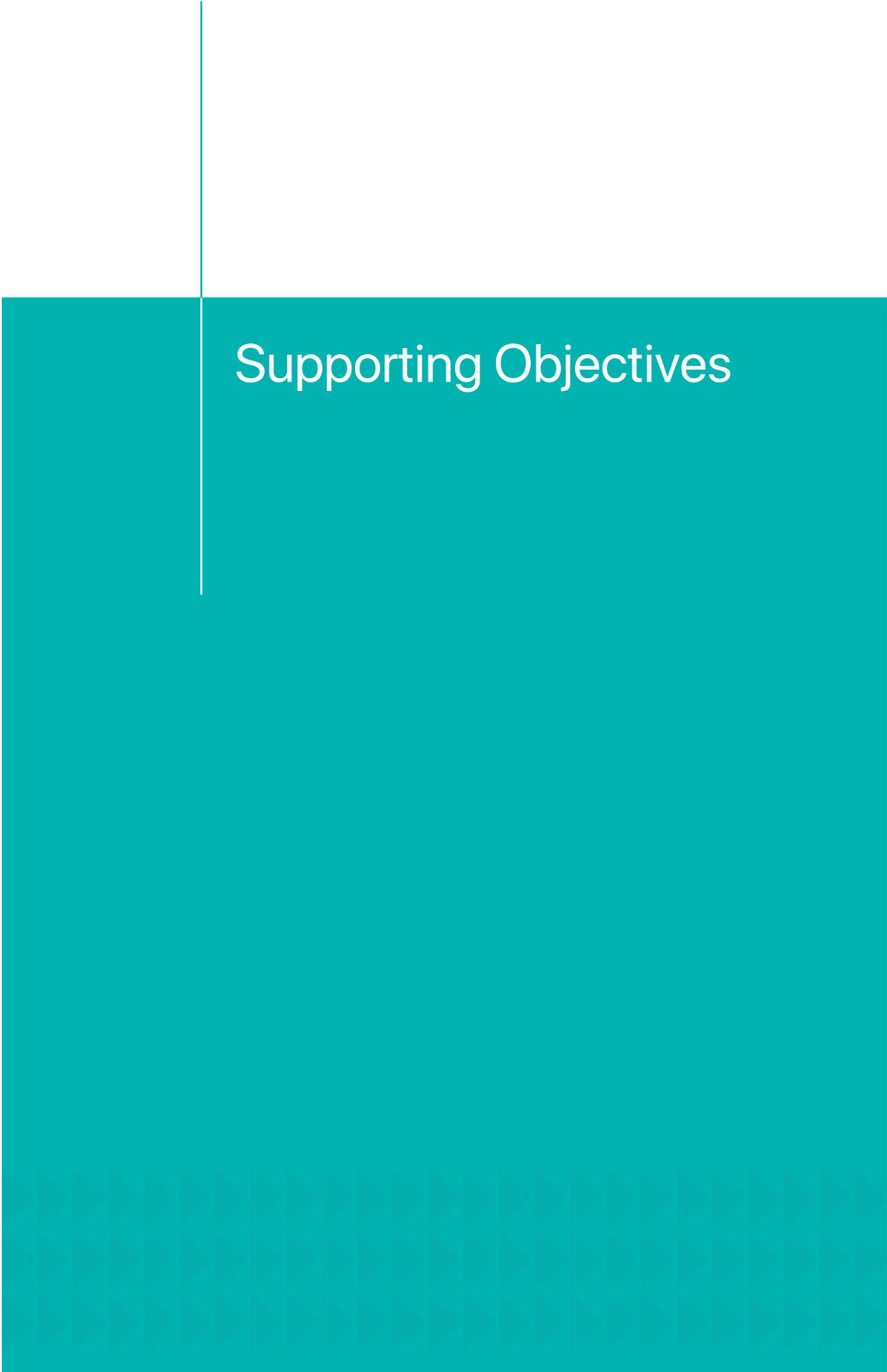


### Student Strength



World Design Organization (WDO)  
Interaction Design Association (IxDA)  
Cumulus  
Design Research Society (DRS)  
India Design Association (InDeAs)  
International Council of Design (ico-D)  
Institute of Electrical and Electronics Engineers (IEEE)  
Institution of Engineering and Technology (IET)  
Association for Computing Machinery (ACM)  
Computer Society of India (CSI)  
Quality Matters (QM)  
Online Learning Consortium (OLC)  
Inside Higher Ed  
Confederation of Indian Industry (CII)  
and more ...

Digital Presence  
Admissions Outreach  
Corporate Engagement  
Brand Outreach  
Brand Visibility  
Brand Communication  
Partnerships & Associations  
Alumni Engagement  
Community Outreach



## Supporting Objectives



Develop a high-quality workforce that works together to achieve our strategic priorities, promote the culture of independent thinking, simplify our organizational structure, and promote digitally-enabled business processes for operational efficiency.

## Action Steps

- Inculcate and promote the **spirit and culture** of design, innovation, enterprise, leadership, collaboration, tolerance, and camaraderie amongst all concerned.
- Adopt an **employee life-cycle** model that embodies our commitment to attract, recruit, onboard, engage, and develop the right talent.
- Design a **Induction program** for a positive onboarding experience and accelerating the integration of new employee to the values and vision.
- Revamp the organization structure to **flatten the hierarchies** at all levels to promote autonomy, **ownership**, and timely decision-making.
- Enhance the quality of the workplace experience with **improved communication** and **employee engagement**.
- Streamline the **policies, processes, and practices** for enhanced organizational efficiency.
- Enhance the **technology integration** with effective use of existing and new tools.
- Introduce an on-campus **learning and development model** for continual learning and skill enhancement to thrive in the workplace of today and tomorrow.
- Enhance the focus on **performance assessment**, goal setting, **KRAs**, and **professional development**.
- Develop a framework for **360 degree feedback** and connect the insights from the same for enhanced engagement and satisfaction.
- Ensure all **regulatory compliances** and conduct regular **academic** and **administrative audits** while advancing the university's strategic goals.

## Performance Metrics

Key Performance Indicator	Year 1 (2021-22)	Year 2 (2022-23)	Year 3 (2023-24)
<b>Faculty Strength (No. of)</b>	<b>47</b>	<b>60</b>	<b>80</b>
Design	35	40	46
Engineering	8	12	18
Liberal Studies	4	8	16
<b>Tech Integration (%)</b>	<b>50%</b>	<b>75%</b>	<b>100%</b>
Work Flow Automation			
Central Data System			
Digital Literacy			
Business Intelligence			
<b>Employee Satisfaction (%)</b>	<b>70%</b>	<b>75%</b>	<b>80%</b>

Key Performance Indicator	Target
<b>Faculty and Staff Development</b>	<b>(per Employee)</b>
Online Course	1 per semester
Training and Certification	1 per year
Seminars and Workshops (off campus)	1 per year
Books (to read)	2 per year
Professional Memberships	2 per year
e-Portfolio	100 %
Faculty Forum	
<b>Events and Activities (on campus)</b>	
Special Day Lectures *	5 per year
Faculty Workshops	1 per month
Avantika Seminar Series	1 per month
Staff Training	1 per month
Sports, Recreation, and Wellness	1 per month

### Avantika Handbooks

- Employee Handbook
- Student Handbook
- Career Guidebook
- Academic Handbook
- Research Handbook
- Faculty Playbook
- ICT Handbook
- Process Handbook
- Sustainability Handbook
- Brand Handbook

### Special Day Lectures

Foundation Day	Science Day
Convocation Day	Mathematics Day
World Design Day	Engineers Day
Industrial Design Day	Technology Day
Interaction Design Day	Earth Day

### Design Culture

- Employee Life Cycle Model
- Learning and Development
- Omni-Channel Experience
- 360 Degree Feedback
- Audits - Academic, Admin
- Regulatory Compliance

Foster an inspiring learning environment with underlying physical infrastructure, industry-standard academic facilities, robust digital infrastructure that supports our students, faculty, and staff in their academic ambitions and professional growth.

## Action Steps

- Design and implement a roadmap for developing a **Digital Campus** for a collaborative and engaged education ecosystem.
- Implement **integrated technology platforms** that automate and simplify the processes enabling a seamless experience.
- Enhance the **student experience** through cutting-edge tools, technologies, and applications for learning, assessment, communication, and residence life.
- Build a substantial **technology infrastructure** to support **e-learning**, including ICT, production studios, and technical staff for the creation of digital learning materials.
- Continue to create **multipurpose studios, classrooms, tech-labs,** and **research spaces** to support different spatial, technological, learning, and presentation requirements.
- Enhance the **library collection** to include subscription to the international repository of e-resources, e-books, e-journals, and periodicals to improve the research profile.
- Develop physical and virtual **exhibition spaces** and **design outlet** for showcasing student and faculty work.
- Create a series of inspiring zones, social spaces, open fitness facilities, green walks for an enhanced **social interaction**.
- Enhance the **campus experience** by making imaginative use of open spaces, environmental graphics, signages, wall graphics, and art murals for a greater connect with Avantika.
- Enhance **student facilities** including cafeterias, food courts, sports, and recreation spaces.
- Ensure a positive, efficient, safe, and healthy **campus environment** by enhancing support services and systems, security, hygiene, health and wellness facilities.

## Performance Metrics

### Academic Facilities

- Library (International Repository)
- Workshop Facilities
- Computing Facilities
- Research Facilities
- Instructional Design Studio
- Photography Studio
- Media Studio
- AR-VR Studio
- UX Design Lab
- Interaction Design Lab
- Usability Lab
- Cyber Physical Systems Lab
- Network and Security Lab
- Measurement Lab
- Pattern Making Studio
- Garment Construction Studio
- Fabric Lab
- Print Studio

### Student Services and Support

- Design Gallery
- Design Outlet/Shop
- Cafeteria
- Sports and Fitness
- Health and Wellness
- Recreation Rooms
- Material Resources
- Stationery Store
- Utilities

### Infrastructure

- Workshop
- Auditorium
- Studios and Labs (4th, 5th, 6th floor)

### EdTech Tools and Applications

- Learning Management System (Canvas)
- Conferencing Tool (Zoom)
- Student Information System (SIS)
- Digital Learning Tools
- Assessment Tools
- e-Portfolio
- Library Management (Koha)

### Tech Applications for Campus

- HR Management (Zoho People)
- Payroll Management (Zoho Payroll)
- Expense Management (Zoho Expense)
- Accounts Management (Tally)
- Communication App (Slack)
- Scheduling App
- Payment App (Campus Wallet)

- ICT Services
- Maintenance Services
- Transport Services
- Purchase Management
- Asset Management
- Hostel and Mess Management

- Alumni Connect
- Lead Management (Admissions)
- CRM (Industry Connect)
- Email Marketing (Branding)
- Website

- Analytics Platform
- Business Intelligence

## Sustainability

Embed a deliberate and responsible approach to our environment, resources, and operations by reinventing facilities, processes, and practices, and instil the values of social, economic, and environmental responsibility to make a meaningful impact.

## Action Steps

- Establish a [committee and policy](#) for implementing the [sustainability](#) initiatives on campus.
- Generate a [review report](#) of energy, water, paper, plastic, green assets, waste on campus and implement regular [consumption checks](#) wherever possible.
- Encourage the [sustainable](#) mode of [transportation](#) with efficient travel routes, shared mobility, increased use of bicycles and electric vehicles.
- Deploy [solar energy](#) systems and other forms of renewable energy to power our campus and secure low-risk operations in developing a [green economy](#).
- Initiate steps towards [water conservation](#) and [rainwater harvesting](#) for use on the campus.
- Raise awareness of [plastic pollution](#) amongst the communities by organising zero waste, DIY workshops, clean-up walks.
- Conduct a review of [paper consumption](#) and counsel the users in [limiting printing](#) to a strict necessity.
- Continue to make [campus greener](#) and implement sustainable maintenance of green spaces.
- Develop an [Avantika Farm](#) where students, faculty, and staff grow their food and explore the relationships between food, farming, people, and the planet.
- Combat [food waste](#) and improve the overall [waste management system](#) focusing on reduction and recycle.
- Conduct sustainability [awareness and training sessions](#) for students, faculty, staff, and local communities.
- Initiate a [collaborative project](#) for [design-tech intervention](#) in monitoring the sustainability initiatives on campus.

## Performance Metrics

Key Performance Indicator	Current State (2020-21)	Year 1 (2021-22)	Year 2 (2022-23)	Year 3 (2023-24)
<b>Transport Pollution (%)</b>				
Carbon Footprint (reduction)	7.5 tons per year	5%	10%	20%
<b>Energy</b>				
Energy Consumption (reduction)	145 MWh	5%	10%	20%
Solar Energy (% of total)	9 MWh	20%	35%	50%
<b>Water</b>				
Water Footprint (increase)	1 crore litre	20%	30%	50%
Water Consumption (reduction)	1.7 crore litre	20%	30%	50%
Rainwater Harvesting (increase)	19 lakh litre	20%	30%	50%
<b>Plastic</b>				
Bottles purchased (reduction)	25 Kg	50%	70%	90%
Plastic recycling (increase)	20 Kg	50%	70%	90%
<b>Paper</b>				
Paper printing (reduction)	1,20,000	20%	30%	50%
Paper recycling (increase)	-	10%	20%	30%
Paper waste (reduction)	60 Kg	10%	20%	30%
<b>Waste</b>				
Non-recycled waste (reduction)	1800 kg	10%	30%	50%
Food waste (reduction)	4000 kg	10%	30%	50%
Vermi Compost (increase)	1000 kg	10%	20%	30%
<b>Green Campus</b>				
Green Space (increase)	25 acres	10%	20%	30%
Maintenance per acre (reduction)	1.7 lakh	10%	20%	30%
Home-grown organic produce	-	10%	15%	20%
<b>Awareness and Training Sessions</b>				
Students	-	10 per year	10 per year	10 per year
Employees	-	2 per year	2 per year	2 per year

### Reduce Consumption

(Energy, Water, Paper, Plastic)

### Solar Energy

### Reduce Waste

(Paper, Food, Non-recycled)

### Vermi Compost

### Recycle

(Plastic, Paper, Water)

### Rainwater Harvesting

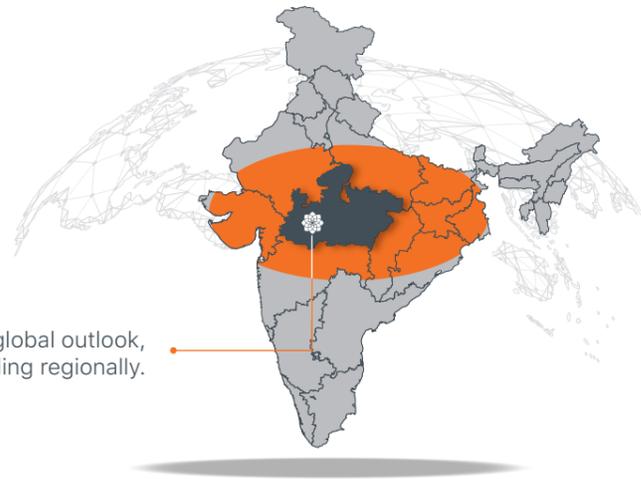
**35**  
ACRES GREEN SPACE

avantika  
**FARM**

20% organic food produce

# ▶▶ Outcomes

## Leader in Central India



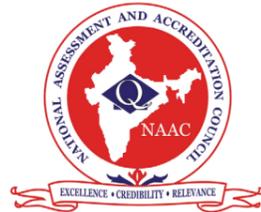
A new-age university with a global outlook, known nationally and leading regionally.

## National Recognition

### QS India Certifications



### Accreditation



## Roadmap to

### National Rankings



### Global Accreditation



IT ALWAYS SEEMS IMPOSSIBLE UNTIL IT IS DONE



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॥ सिद्धिः भूषयते विद्याम् ॥

# अवंतिका विश्वविद्यालय

The Lotus symbolizes potential and in its fully blossomed form represents enlightenment and awareness. The flower is deeply rooted in Indian culture, particularly associated with Saraswati – the Goddess of Wisdom.

The transdisciplinary approach is represented through the confluence of sections, implying an immersive learning experience. The transition of colors represents evolution of an individual at Avantika University.

The identity reflects transformation, and it is knowledge (Vidya) that drives the transition, and ultimately leading to accomplishment (Siddhi).

॥ सिद्धिः भूषयते विद्याम् ॥  
Accomplishment Adorns Knowledge