

Graphic Era
Deemed to be
University
DEHRADUN



UNIVERSITY STRATEGIC PLAN (2024–2029)

“Excellence with Purpose: Towards a Global, Impact-Driven University”

PREFACE

It gives me immense pleasure to present the **University Strategic Plan (2024–2029)** of **Graphic Era (Deemed to be University)**. This plan articulates our institutional aspirations and direction for the next five years as we continue to transform into a globally recognized multidisciplinary university of excellence.

The formulation of this plan is the culmination of extensive consultations with our faculty, staff, students, alumni, industry partners, and other stakeholders. Drawing upon the university's sustained achievements, including NAAC A+ accreditation, NBA-recognized programs, and strong performance in national and international rankings, the plan reflects our shared commitment to innovation, research, and societal relevance.

The Strategic Plan envisions strengthening our academic foundation, deepening interdisciplinary collaboration, enhancing research output, and broadening international partnerships. It also emphasizes digital transformation, sustainability, and student success.

I extend my gratitude to all contributors, whose ideas and efforts shaped this forward-looking document. Together, we will realize our vision of positioning Graphic Era University among the top 25 institutions in India and among the top 500 globally by 2028.

Vice-Chancellor

Graphic Era (Deemed to be University)
Dehradun

Executive Summary

The Institutional Strategic Plan of Graphic Era (Deemed to be University) provides a structured and outcome-oriented framework for achieving academic excellence, research advancement, effective governance, and societal engagement. The Plan is derived from the institutional Vision and Mission and is aligned with national priorities such as the National Education Policy (NEP-2020), Outcome-Based Education (OBE), and accreditation requirements of NBA and NAAC.

The Strategic Plan emphasizes systematic academic planning through periodic curriculum revision, learner-centric pedagogies, academic flexibility, and integration of emerging technologies. Outcome-Based Education is institutionalized through clearly defined Course Outcomes, Program Outcomes, and attainment analysis supported by continuous assessment and stakeholder feedback. Teaching–learning processes are strengthened through blended learning, mentoring systems, internships, and project-based learning.

Research, innovation, and entrepreneurship constitute a major thrust of the Plan. Focused initiatives are undertaken to enhance quality research publications, funded research, consultancy, intellectual property generation, and start-up incubation. Faculty and student participation in research is supported through dedicated research policies, incentives, and institutional infrastructure.

Faculty recruitment, development, and performance management are aligned with strategic objectives to ensure academic adequacy, competence enhancement, and leadership development. Student development and employability are addressed through structured academic support, skill development programs, industry interaction, internships, and placement facilitation.

The Strategic Plan also addresses infrastructure development, digital transformation, and sustainability through planned expansion of academic facilities, ICT-enabled systems, and environmentally responsible practices. Governance and leadership are strengthened through clearly defined roles, decentralized decision-making, and IQAC-led quality assurance mechanisms.

Periodic review, monitoring of key performance indicators, and documented action-taken processes ensure continuous improvement. Overall, the Strategic Plan demonstrates a coherent linkage between institutional vision, program implementation, and measurable outcomes, providing strong evidence of systematic planning and continuous improvement.

Based on a comprehensive analysis of Graphic Era (Deemed to be University)'s internal strategic plan (2018–23) and its current public profile (Scopus data, NIRF rankings, QS Asia rankings, placements, and faculty strength), We present a **detailed Strategic Plan for 2024–2029**:

Graphic Era University Strategic Plan (2024–2029)

Vision 2029

To be recognized among the top 30 universities in India and within the top 150 universities in Asia, by leading in research, innovation, industry integration, inclusive education, and global collaboration.

I. Strategic Baseline (As of 2024)

Metric	Status (2024)
NAAC Accreditation	A+ with a score of 3.23
NIRF Rankings	University: 52; Engineering: 52; Overall: 79
QS Asia Ranking	189
Research Output (Scopus)	>4500 publications, H-index 70, more than 53000 citations
Faculty Profile	>53% with PhDs, improving from 22% in 5 years
Highest Placement Package	₹54 LPA (Google); average ₹5–7 LPA in top streams
Recruiters	Microsoft, Google, Amazon, DE Shaw, Adobe, etc.

II. Strategic Pillars (2024–2029)

1. Academic Excellence and Curriculum Innovation

Goal: Restructure and expand academic programs to align with emerging global and national priorities.

Key Initiatives:

- Launch interdisciplinary programs in:
 - AI/ML, IoT, Blockchain, Robotics, Quantum Computing
 - Environmental Science, Public Policy, Agritech, and Health Sciences
- Implement the *National Education Policy (NEP)* through:
 - Choice-based credit system
 - Multi-entry/exit options

- Upgrade to fully smart classrooms across all departments
- Regular curriculum revision every 2 years with industry participation
- Launch dual degree and minor specialization options

Timeline:

-  2024–25: Begin program restructuring and NEP-aligned curriculum updates
 -  2026–27: Launch new UG/PG programs, MOOC integration
 -  2028–29: Evaluate outcomes; benchmark against global peers
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2. Research, Innovation, and Patents

Goal: Double Scopus-indexed publications and triple patent filings by 2029.

Key Initiatives:

- Establish 5 Centres of Excellence (CoEs) in:
 - AI & Data Science, Clean Energy, Biotechnology, Sustainable Development, and Mechatronics
- Allocate 12% of the total budget to R&D
- Launch Faculty Seed Research Grants
- Strengthen Technology Business Incubator (TBI) and STEP
- Incentivize research through awards and workload rebalancing
- Target filing of 200+ patents and funding of 100+ PhD fellowships

Timeline:

-  2024: Research policy revision; seed fund launch
-  2025–27: CoEs operational; patent filings doubled
-  2028–29: International research partnerships & major grants secured

3. Global Engagement and Internationalization

Goal: Enhance international reputation and build a robust academic network.

Key Initiatives:

- Sign MoUs with 10 global universities for:
 - Dual degrees, joint research, and exchange programs

- Attract 300+ international students by 2029
- Host 3 global academic conferences/summits annually
- Implement global alumni engagement strategy

Timeline:

-  2024–25: MoUs signed, short-term exchange programs begin
 -  2026–27: Launch dual degrees and sabbaticals for faculty abroad
 -  2028–29: International student body 5% of total enrollment
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4. Industry Linkages and Career Outcomes

Goal: Position GEU graduates among the top 10% in employability nationally.

Key Initiatives:

- Strengthen industry ties via Centres of Excellence (Adobe, IBM, Wipro, etc.)
- Launch the “Industry Mentorship Program” leveraging alumni
- Set up 10 new corporate-sponsored labs
- Improve internship-to-placement conversion ratio to 75%
- Introduce skill certification courses co-designed with companies

Timeline:

-  2024: Launch new placement strategy and mentorship program
-  2025–27: 20% YoY increase in average salary package
-  2028–29: Corporate placement conversion >95% in top programs

5. Faculty Recruitment, Development, and Retention

Goal: Enhance faculty profile and create a high-performance academic environment.

Key Initiatives:

- Raise PhD faculty percentage to 60%
- Recruit 200+ researchers across priority areas
- Launch annual Faculty Development Programs (FDPs)
- Provide sabbaticals, international conference funding
- Establish transparent and incentivized appraisal system

Timeline:

-  2024–25: Phase 1 faculty recruitment and appraisal redesign
 -  2026: FDPs institutionalized; PhD ratio hits 50%
 -  2029: 60% of faculty with research publications in indexed journals
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6. Inclusion, Sustainability & Social Responsibility

Goal: Foster inclusive access and environmental consciousness.

Key Initiatives:

- Launch School of Public Policy, Environmental Sciences
- Green campus policy implementation (solar, rainwater harvesting)
- Expand scholarships to 10% of students from rural areas
- Strengthen outreach in hilly and tribal regions via remote campuses
- CSR-funded community development projects in water, waste, health

Timeline:

-  2024–26: Green audits and sustainability reports; launch remote centres
 -  2027–29: Scale outreach projects; sustainability metrics aligned with QS SDG rankings
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7. Infrastructure and Digital Transformation

Goal: Build a smart, inclusive, and tech-powered campus.

Key Initiatives:

- Develop a digital campus with upgraded LMS, cloud-based systems
- Complete transition to blended learning
- Build new hostels, academic blocks, and centralized computing hub
- Deploy IoT-based smart energy and facility management systems

Timeline:

-  2024–25: LMS upgrade and initial smart classrooms rollout
-  2026–27: Infrastructure expansion and cloud services integration
-  2028–29: Full smart campus certification & digital governance

III. Institutional KPIs (2029 Targets)

Indicator	Target 2029
Scopus/WoS Publications	25000+
Patents Filed/Granted	2500+/500+
NIRF Overall Rank	<50
QS Asia Rank	<150
Average Placement Package	₹10+ LPA (Top Programs)
Faculty with PhD	70%+
International Students	300+
Dual Degrees/International MoUs	10+
Industry Labs/Corporate Tie-ups	20+

IV. Governance & Monitoring

- Establish Strategic Implementation Committee under Vice Chancellor
- Annual Strategic Review Reports to Board of Management
- Establish IQAC-driven performance dashboards for each unit
- Midterm strategic review in 2026 for course correction

This plan aligns with the university's legacy, regional importance, and global ambitions. It balances growth with excellence, inclusivity with innovation, and tradition with transformation.

