

SANT BABA BHAG SINGH UNIVERSITY



STRATEGIC PLAN

2023-28

VM
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Vill-Khiala, Jalandhar-144030

Evolution of the University

Under the dynamic direction of Sant Baba Malkit Singh ji, the Sant Baba Bhag Singh Memorial Charitable Society, the parent body of the Sant Baba Bhag Singh University has been building bridges and roads, lighting up villages, and other essential infrastructure for the residents of the area surrounding, Dera Sant Pura Jabbar, close to Adampur Doaba, Dist. Jalandhar. The SBBS Institute of Engineering & Technology was established by the Society in 2003, followed by the SBBS International School in 2004, the SBBS Institute of Education in 2005, the SBBS Institute of Nursing in 2005, the SBBS Research & Development Center in 2010, the SBBS Post Graduate College in 2011, and the SBBS Public School in Binjon in 2011. (2011). Since 2003, the Guru Nanak Sadh Sangat Charity Hospital in Kalra has been offering health care to rural areas. All of these institutions established their presence in the field of education in pursuit of the vision: "To encourage each and every child to get educated, acquire knowledge and wisdom so that they may learn the art of leading a happy, successful, and meaningful life." This led to their blossoming into Sant Baba Bhag Singh University, which was established by the Sant Baba Bhag Singh University Act, 2015.

The greatest priority at this university is academic excellence. It comprises of 8 institutes and 13 departments that provide undergraduate, graduate, and research programmes across 23 faculties.

Academic success depends heavily on research. The university has a clear research policy that encourages excellence in study. It offers and supports an atmosphere for study that will foster high caliber original research. All the departments and institutions of higher learning are actively involved in conducting research in priority areas and publishing in national and international peer-reviewed journals.

The students' whole development is handled in a structured manner. Under the National Service Scheme, National Cadet Corps (NCC) Units, Gender Championship Cell, and Career Counseling and Guidance Cell, the university mentors its students. Together with ethics, human values, a feeling of social responsibility, and environmental awareness, they are coached to achieve professional competitiveness. By offering good departmental and Central Library resources, e-journals, databases, seminar and conference rooms, auditoriums, and multimedia theatres, the University places a high priority on infrastructure and learning resources. Excellent network infrastructure, ICT-enabled classrooms with round-the-clock learning opportunities, and Wi-Fi in every hostel are all features of this campus.

For this university, sustainability is a major priority. Over 78.5% of the campuses are covered in greenery. In a responsible manner, the University is committed to raising knowledge about

energy efficiency, the utilization of renewable energy sources, and reducing reliance on traditional energy consumption and environmental damage. It has created a "Green University Policy" and selected days that are important for the environment.

The University is dedicated to pursuing its vision and objective of teaching and empowering students to reach their potential via adjust integration of information, skills, and values for benefiting society. It is ready to take on new obstacles and continue the path of excellence, innovation, and enlightenment despite them.

PLANNING PROCESS

Higher education is a public good and its ripple effect is felt throughout society and on the economy. Considering this in mind University has reaffirmed its pursuit of excellence by redefining its Values, Vision Mission, Objectives and Strategic plan. A university is made up of many voices, all of which are significant and compelling, but we must ultimately have a common aim and aspiration. To achieve this, A task group of faculty members had undertaken this special ground-level exercise of drafting, developing, and documenting the University's futuristic academic architecture in the form of the *Vision Document and Strategic Plan of the University*.

It is the outcome of detailed discussions with specialists, deans, department heads, officers, faculties, students, and other stakeholders. The brainstorming discussions of this task group and the stakeholders had made a strong plea to determine thrust areas for the University in addition to working on its global perspective view for the next five years.

The goals of the University are outlined in the current document, which also includes information about our concentrated efforts in the clearly defined areas of performance. This document, in part, will equip functionaries and beneficiaries of organization to answer to the question: What are the goals of the university and how these will be accomplished?

STRATEGIC GOALS

The university's strategic goals are continuously updated in a technologically advanced environment. The following key strategic objectives are what we anticipate for the upcoming five years (2023–2028): **ACADEMIC EXCELLENCE**

A university serves as a seat of learning and is a leading institution of higher learning, providing the educational needs of many sections of society in both, the fundamental and applied academic subjects. It aspires to achieve academic success, through a diversified course curriculum, integrated teaching strategies, and technology enabled joyful learning environment. The students will be prepared to think, act, and communicate in a critical, creative, and successful way in addition to learning the subject matter and necessary skills.

Objectives

- To provide quality education at all levels.
- To develop and implement technology-enhanced pedagogy.
- To launch multidisciplinary programmes, to meet the changing demands of many groups of stakeholders, such as businesses, universities, government agencies, and society.
- To plan academic and extracurricular events to make the university's learning environment more active, dynamic, friendly, and conducive

Strategies

- Enhancing current academic programmes by expanding course content in light of international standards, theoretical developments, and industry demands.
- Allowing for academic freedom and flexibility in the creation of creative course curricula and the delivery of learning activities.
- Application of a mixed teaching approach that combines interactive, traditional, and ICT-enabled pedagogical methods.
- Imparting rigour to teaching-learning processes through well planned and implemented multidisciplinary course curriculum, session plans, student assignments, regularity, engagement, and involvement.
- Creating high-quality study materials that are accessible both online and in libraries as hardcopies. launching newer online and distance learning courses.
- Designing and launching short-term, career-focused professional and vocational programmes offered as diploma and certificate courses.
- Well-designed examination systems with transparent evaluation processes.
- Regular student feedback on the curriculum, teaching-learning process, and administrative facilities to ensure quality control and continuous updating.

RESEARCH AND INNOVATION

The university is dedicated to innovative and high-caliber research. The University has created a well-written Research Policy to direct, stimulate, fund, support, and monitor core and interdisciplinary research activities in order to assist such activities. Research excellence is fostered at all levels, including institutions and individuals.

Objectives

- To encourage Transdisciplinary research in cutting-edge fields.

Strategies

- Promoting high-quality research in intra-disciplinary and inter disciplinary areas.
- Collaborating with industry to conduct research that is focused on real-world issues and applications. Finding the focus areas and problems for basic and applied research.
- Advancing the strictest ethical guidelines for research.
- Promoting and facilitating the departmental and institutional funding of research.
Purchase of at least 200 more computers for the students and faculty
- Establishing and promoting research funds to assist university faculty with unfunded research projects.
- Supporting faculty and student involvement in research-related activities such paper presentation in seminars, conferences, workshops, training programmes, and faculty development initiatives.
- Encouraging academicians and scholars to publish in reputable, highly rated, peer-reviewed publications.
- Acknowledging and honoring faculty members and academics contributions to academic publications and events, as well as their excellent works.
- Recognizing and honoring the supervisors for their contribution to helping students earn their Ph.Ds.
- Sharing research funding, collaboration, scholarships, and fellowships related information to all concerned on regular basis.
- Facilitating faculty publications as books, monographs, working papers, case studies, study material other academic literature through in house publication facilities.
- Arranging for the necessary infrastructure, including as buildings, tools, databases, books, journals, and other resources, to do research on campus.

COLLABORATIONS

The university will encourage national and international partnerships in research, education, and employment. The collaborations with various institutions will help the university fulfill its objectives.

Objectives

- To locate resources and chances for attracting researchers, educators, and students from abroad to the university
- Locating chances for university students and faculty to engage in

worldwide research and teaching.

Strategies

- Establishing collaborative partnerships with recognized academic institutions, research organizations, and commercial forums to create opportunities for staff and students.
- Examining the possibility of collaborating with businesses to give students training and employment opportunities.
- Promoting the work of its students and teachers on academically important platforms and forums. Developing research collaborations with foreign universities, agencies, and industries.
- Attracting foreign students for University programs.
- Creating Infrastructure for hosting foreign researchers, teachers and students.
- Developing online course content and modules and making it available at international level for open source sharing.
- Forming strategic alliances with prominent universities/ eminent professors for Virtual Lectures.
- Developing Tie-ups with apex and regulatory bodies for grants/funds, policy guidelines, developmental programs and other resources.

GLOBALIZATION

A borderless, interconnected, informed, and dependent world is the result of globalization. It offers an equal opportunity for all institutions to compete and succeed. On the one hand, it offers vast potential for advancement and expansion; while on the other hand, it introduces complications and difficulties that must be overcome. The university strives to integrate a global perspective in all performance areas in order to improve its status in India and beyond.

Objectives

- To develop benchmarks for all aspects of academic and administrative performance with a global perspective.
- To promote more participation in global organizations, activities, and certifications.

Strategies

- Fostering a culture of excellence by establishing benchmarks at par with global standards. Making quality a priority in all aspects of performance.
- Updating educational strategies to reflect international norms.

- Launching academic initiatives with requirements and acceptance on a world wide scale
- Updating the curriculum of the current courses to include a global perspective in terms of intellectual and practical characteristics.
- Certification or Accreditation by International Rating Agencies.
- Joining, attending, and participating in worldwide academic organizations and affiliations. Collaborating with foreign organizations and institutions for research, investment, and experts.
- Encouraging and facilitating participation in international events, such as conventions, seminars, conferences, workshops, training programmes, short-term courses, exhibitions, competitive activities, etc.
- Enhancing the university's international cell to increase its international visibility

CAPACITY BUILDING

Outstanding performance by capable and dedicated individuals is the path to excellence. The university is devoted to fostering an environment where its teachers and staff can express their skills and providing them with the resources, support, and flexibility to do so.

Objectives

- To benchmark and develop world class competencies for academic and administrative excellence.
- To increase the quality of academic and administrative staff at SBBS University and make it a highly sought-after institution for hiring by attracting, developing, rewarding, and retaining them.

Strategies

- Recruiting, promoting, and maintaining a competent faculty and staff to ensure excellence in instruction and management.
- Supplying resources and opportunities for faculty members to strengthen their teaching and research abilities.
- Improving the IT proficiency of its academics and employees.
- Organizing staff training for behavioral improvements and technical skill development.
- Promoting its faculty members to participate in conferences and publish in journals. Sharing of research facilities and other resources with other renowned organizations for mutual gain.
- Encouraging the creation of new information and making it accessible as books, electronic content, and other learning resources.

- Providing opportunities to faculty and staff for updating themselves on a regular basis.
- Arranging social and cultural activities for academics and employees to foster a sense of belonging with the university.

SELF RELIANCE

The Indian government has gradually stopped providing financial support to institutions and other entities during the past 20 years in an effort to make them self-sufficient. The technique of regulation has evolved from management by control to management by exception. Also, in order to be self-sufficient, it is necessary to produce new revenues, control expenses, and employ cost-saving strategies in light of expanding competition and expenses.

Objectives

- To develop newer methods of producing income from both internal and external sources.
- To improve financial planning and control systems for better resource mobilization.
- To develop and utilize human and physical resources to achieve self-sufficiency.

Strategies

- Achieving financial independence for the university to support its needs now and in the future. Enhancing resource allocation and budget planning to meet university goals.
- Generating the necessary cash from both internal and external sources, including student fees and other expenses (grants, funds, donations, consultancies, sponsorships, fellowships, scholarships etc).
- Offering more Industry-focused, both short-term and long-term self-financing programmes, tailored programmes for a particular industry.
- Revising fees of professional and vocational courses in the light of growing expenditures.
- Training programmes and consulting should be promoted for generating revenue.
- Seeking contributions from alumni and other sources. Institution of Chair, Gold Medal, Industrial Scholarships.
- Cost-cutting techniques (such as paperless communication for inter and intra departments, energy savings options, better capacity utilization of existing infrastructure and resources).
- Enhancing internal control structures and financial systems will assist better decision-making and ensure good governance.

- Developing and expanding current sports infrastructure to hold competitions and tournaments at various levels.
- Utilizing departmental auditoriums for the purpose of generating revenue and promoting art and culture.

GOVERNANCE AND INTEGRATION

Considering all procedures from a systems perspective, the university hopes for seamless integration. It is accomplished by enhancing current systems and installing advanced systems in accordance with current

needs. As a result, resources will be shared as effectively as possible and administrative and academic tasks will be completed quickly. The University's work culture will be centered on the systems approach philosophy.

Objectives

- To maintain the University's academic, financial, and administrative independence
- To achieve inclusive, open, and effective governance at every level of the university

Strategies

- Integrating smoothly all of the administrative and academic areas
- Integrating the students' evaluation and assessment centrally for quick disposal of results
- Incorporating training materials, lectures, and the subject-matter knowledge of experts for the benefit of all parties involved.
- Observing the university's established statutes, ordinances, rules, policies, and procedures. Salary and DA as per the government norms.
- Defining the process in detail and creating a paper check list to ensure activity fulfillment
- Procedures, processes, and policies being improved and revised to increase effectiveness and efficiency
- Constructing integrated infrastructures for the exchange of knowledge and resources.
- Creating a system for tracking file transfer and documents.
- Keeping a central computerized database of the academic community, staff, and students.

INFRASTRUCTURE

The University works to achieve and maintain the title of "Centre of Excellence" in higher education. It will mandate that educational and research establishments carry out this task while also adhering to its Research and Green policy. In accordance with all other themes, it will cover the requirements for infrastructure development and routine maintenance of both new

and existing assets. Where appropriate, infrastructure development and maintenance must follow international trends and philosophies.

Objectives

- To design cutting-edge learning facilities with contemporary amenities and eco-friendly architecture.
- To create a campus that is aesthetically pleasing, clean, and green.
- For civil, electrical, and mechanical utilities to adopt routine and preventative maintenance procedures.

Strategies

- Providing cutting-edge educational buildings with Wi-Fi access, ICT-enabled classrooms, libraries, and labs. Band width to be increased from 500Mbps to 1 Gbps.
- Providing hostels for the students as well as housing for all faculty and staff.
- Implementing complete preventive maintenance for civil, mechanical, and electrical utilities.
- Constructing a guest house for the guests.
- Landscaping and campus beautification in general for greater benefit to stakeholders and society.
- Maintaining a high standard of hygiene at all campus facilities and amenities.

HOLISTIC DEVELOPMENT

This quality is necessary for every University entity at every level of study and vocation. It is a framework that fosters the development of all stakeholders in integrity. Our strategy for dealing with all stakeholders is comprehensive and inclusive. The term "holistic" describes the promotion of academic, social, physical, and spiritual growth and development in students. The term "inclusive" suggests that all students and staff are motivated to actively participate in the teaching and learning process. The promotion of psychosocial competencies and positive mental health traits like resilience, emotional competence, self-understanding, and interpersonal skills is argued to be a key strategy to support university students' holistic development, and this argument is based on the positive youth development approach.

Objectives

- To create a variety of activities, including academic, cultural, sporting, and other events, for the stakeholders' overall growth.
- To cultivate values, professionalism, and leadership skills in faculty, staff, and students.

Strategies

- Advising students on how to improve their academic, social, and career prospects.

- Organizing academic, literary, creative, and presentation competitions at the departmental and inter-departmental levels.
- Making athletics, including both indoor and outdoor sports, a regular activity for university students. Programmes and events that is innovative for social and cultural development.
- Regular access to self-management-related activities such as yoga and meditation. Promote and carry out the University's Values Policy.
- Organizing lectures by experts on current issues.
- Conducting student enrichment activities while evaluating each student's needs individually. Arranging visits and excursions for academic, cultural, and industrial venues.
- Introducing elective classes on modern concerns, welfare, and culture.

SUSTAINABILITY

In all of its endeavors, the university upholds the ideal of sustainability. It will work as a tool for promoting sustainable development methods at all scales, local to global. It will implement four easy actions to line with the sustainable development best practices that are being used all around the world. To instill the spirit of sustainability in those connected to it, it will work towards achieving sustainability through raising awareness, directing courses, putting in place training, and encouraging research.

Objectives

- To put the five R's of sustainable development in to action: recycle, reduce, rethink, reuse, and recreate
- To encourage eco-friendly and energy-efficient approaches for the construction of infrastructure and systems.
- To maintain and promote clean and green surroundings.

Strategies

- Promoting, putting into practise, and keeping track of the university's green calendar and policy
- Inspiring people, communities, and corporations to take action on environmental conservation
- Creating a vehicle zone on campus to promote environmentally friendly behaviors.
- Coordinating with public transportation agencies to give students discounted or monthly transit passes. Reducing energy use by digitizing all operations and databases.
- Utilizing renewable energy sources to supplement current

energy sources Promoting the usage of eco-conscious and green products

- Fostering and encouraging the development of energy-saving behaviors, such as turning off electrical devices while not in use
- Conducting energy audits on a regular basis and obtaining accreditation from recognized organizations
- Constructing systems and infrastructure in compliance with current energy-efficiency and environmental standards
- Offering courses in sustainable development techniques

SERVICE

The growth of individuals for humanity and societal welfare is the university's main goal. It responds and takes initiative in response to societal, regional, and local needs, issues, and other pertinent matters. Planning and activities at the university place a high priority on service to society. By serving the educational requirements of tribal and rural communities as an affiliated university, the university has reinforced its commitment to the community. Additionally, it seeks to engage with society through a variety of outreach programmes and outreach activities.

Objectives

- To foster a sense of social responsibility among students, professors, and staff.
- Energizing efforts to increase stakeholders' engagement, awareness, and sensitization. To explore and identify the regional/local talent, problems, and growth priorities.
- To provide local community participation and training for their empowerment from a national and international viewpoint

Strategies

- Establishing connections with regional and local organizations to evaluate their needs and problems. Encouraging academic staff and students to engage in socially conscious projects.
- Encouraging academics, staff, and students to support NGOs and become involved in their work.
- To educate all interested parties about problems in local and regional areas and try to resolve them.
- Organising outreach programmes in the fields of national social service, local government, cleanliness, child and women welfare, and education.
- Enhancing the university's NSS and NCC branch to ensure stronger contributions to society and the country.

- Fostering the development of society's culture by highlighting and commemorating significant holidays, occasions, festivals, and events.
- Acquiring entrepreneurial skills to run the region's small and medium businesses.
- Increasing awareness of the contributions made by prominent local and regional figures who have worked to advance the arts, culture, heritage, government, welfare, or any other aspect of human life.
- Ensuring greater engagement and involvement of local organizations in the university's growth programmes.

Centralized Student Platform

Objective: To create a unified digital platform for students that integrate academic, administrative, and extracurricular services, enhancing efficiency and accessibility.

Strategy:

- Develop a centralized portal for course registrations, fee payments, attendance, and academic progress tracking.
- Integrate AI-driven analytics to provide personalized learning and career guidance.
- Ensure 24/7 availability of the platform with robust data security measures.
- Launch a mobile application for real-time access to the platform's features.

Expected Outcomes:

- Streamlined student services.
- Improved engagement and satisfaction.
- Enhanced decision-making based on data insights.

Transparent Repository of Student Database

Objective: To establish a secure, transparent, and easily accessible repository of student data, ensuring accountability and enhancing academic operations.

Strategy:

- Implement blockchain technology to secure student records, including academic achievements, extracurricular activities, and certifications.
- Provide controlled access to stakeholders (students, faculty, recruiters) for authentication and verification.

- Regularly audit the database to ensure accuracy and compliance with privacy regulations.

Expected Outcomes:

- Increased trust and transparency in record management.
- Simplified verification processes for employers and higher education institutions.
- Better tracking of alumni achievements.

Energy Self-Sufficiency through Renewable Sources

Objective:

To achieve 100% energy self-sufficiency by generating electricity from renewable sources such as solar and biomass, reducing dependency on non-renewable resources.

Strategies:

1. Solar Power Generation:

- Install solar panels on rooftops and open spaces across the campus.
- Implement solar street lighting and solar water heating systems to minimize energy consumption from external sources.

2. Biomass Energy Solutions:

- Set up a biomass plant to utilize agricultural and organic waste from the campus and nearby communities.
- Collaborate with local farmers for a steady supply of biodegradable materials.

3. Energy Monitoring Systems:

- Deploy smart energy meters to monitor and optimize energy usage across departments.
- Train staff and students to adopt energy-saving habits.

Impact:

- Reduced carbon footprint.
- Cost savings on electricity bills, allowing funds to be redirected to academic and research programs.

Rainwater Harvesting and Water Management

Objective:

To sustainably manage water resources by harvesting rainwater and recycling wastewater for campus use.

Strategies:

1. Rainwater Harvesting Systems:

- Install rainwater collection units in all major buildings.
- Use harvested water for irrigation, flushing systems, and cleaning purposes.

2. Wastewater Recycling:

- Establish a sewage treatment plant (STP) to recycle wastewater for landscaping and non-potable purposes.
- Promote awareness campaigns on water conservation among students and staff.

3. Water-Saving Infrastructure:

- Install low-flow faucets, dual-flush systems, and automated irrigation to reduce water wastage.

Impact:

- Efficient water usage, ensuring minimal wastage.
- Contribution to groundwater recharge, addressing water scarcity in the region.

Sustainable Development Initiatives

Objective:

To foster a culture of sustainability by integrating eco-friendly practices into campus operations and infrastructure development.

Strategies:

1. Green Campus Initiatives:

- Develop green belts and biodiversity parks to enhance ecological balance.
- Encourage tree plantations and adopt measures to preserve existing flora and fauna.

2. Waste Management Systems:

- Implement segregation of waste at the source and promote composting of organic waste.
- Collaborate with recycling agencies for the disposal of non-biodegradable waste.

3. Sustainable Infrastructure:

- Design new buildings with energy-efficient architecture and green certifications.
- Use eco-friendly construction materials to minimize environmental impact.

4. Student and Faculty Engagement:

- Conduct workshops, seminars, and projects focused on sustainability.
- Involve students in sustainability audits and policy development for the campus.

Impact:

- Improved environmental quality on campus.

- A strong reputation as an eco-friendly institution.
- Enhanced awareness and commitment to sustainability among the university community.

Expected Outcomes

1. Energy Independence:

- Achieve maximum renewable energy usage on campus by 2028.
- Reduced greenhouse gas emissions, contributing to climate action.

2. Water Security:

- Sustainable water management practices ensuring availability for future generations.
- Significant reduction in water bills and dependency on external water supply.

3. Eco-Friendly Campus:

- Recognition as a leader in sustainability in higher education.
- Enhanced student and faculty participation in global sustainability efforts.

Sant Baba Bhag Singh University aspires to lead the way in environmental stewardship by integrating self-sufficient systems for energy, water, and sustainability, creating a blueprint for other institutions to follow.

BRANDING AND COMMUNICATION

The University has an illustrious history that spans 7 years, during which time it has made significant contributions to the creation, advancement, and dissemination of knowledge. It is necessary to engage in carefully thought-out brand building initiatives in order to increase the university's visibility globally, solidify its reputation, and establish a strong presence in academia, business, and society. This can be accomplished by integrating all communication tools.

Objectives

- To make the university widely known in the fields of academia, business and society
- To increase the university's communication with its internal and external audiences
- To guarantee coherence and clarity throughout all aspects of communication

Strategies

- Promoting the university's values, vision and mission statements on notice boards in all of its departments, offices, brochures and other crucial locations

- Presenting the university's insignia prominently on items like stationary gifts, vehicles, boundary walls and gates displaying the school's flag at significant sites and occasions'
- Publication of a university brochure available online and in paper copies
- Joining all relevant academic organizations and key institutions
- Creating mementos bearing the name and logo of the university for use by guests, patrons, former students and other stakeholders
- Publishing a quarterly university newsletter for internal and external distribution that includes comments from university stakeholders as well as developments and contributions' from the university
- A university website that is effectively designed, updated and maintained for comprehensive information, easy access and efficient operations
- Effective use of social media, including blogs, Twitter and Facebook to promote interaction
- Uniformity in the look of the university's identification cards, stationery and other communication tools, including visiting cards, brochures, letterheads and envelopes to project a professionals and consistent images
- Making accessible for use on a coat and scarf that can be won to formal events, ceremonies and official trips abroad

The university's strategic plan needs to be dynamic in a world where technology, teaching pedagogy, equipment sophistication etc. are all changing and improving quickly. As a result, this document will be updated every three years.



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