

## Goal 04

### Attain Financial Sustainability

*Increase Revenue by Launching New Programmes*

*Generate Revenue from Executive Education and Online Education*

*Create Endowment through CSR and Philanthropy*

*Increase Sponsored Research Grants*

*Increase Industrial Consultancy*

*Self-sufficiency*

#### Quality Indicators

- Total Number of Students including PhD Scholars
- Revenue from Student Fees
- Revenue from Executive Education programmes
- Revenue from Online Certificate Programmes
- CSR Revenue
- Philanthropy Donations
- Sponsored Research and Industry Consultancy Outlay
- Financial Stability

## Goal 05

### Improve Perception & Visibility

*Position the University Brand as a Multidisciplinary Institution*

*Improve Positive News on Digital and Print Media*

*Enhance Organic Reach and Website Engagement*

*Increase Employee Satisfaction*

*Promote Sustainability on Campus*

#### Quality Indicators

- Brand Visibility
- Number of Thought Leadership Articles
- Percent Growth of Website Traffic and Brand Mentions
- Time Spent on Website
- Bounce Rate
- Employee NPS

### Key Targets by 2028

- To be among the Top 30 Universities in India
- 8500+ Students on campus
- Achieving Student Diversity to 50%
- Achieving Faculty to Student Ratio of 1:15
- 100% Experiential and Active Learning
- 100% Student Placements with High salary packages in Top National and International Organisations
- 80% Translational Research leading to Patents and Technology Transfers
- Publication Productivity at 1.5 per Faculty in Research Published in ABDC A\* and A, Q1 and Nature Index journals.
- 20 Start-ups reaching Revenue Stage
- 30 Patents Granted
- 10 Technology Transfers
- 10% of Students Going for Higher Studies in Top 25 ranked QS Universities
- Revenue from Resources other than fees to INR 50 Crores
- NAAC: A++ University
- AACSB of School of Business



#### University Address

**SRM University - AP, Andhra Pradesh**

Neerukonda, Mangalagiri Mandal, Guntur District, Andhra Pradesh - 522 240



# GLOBALLY CONNECTED Nationally Relevant Regionally Transformative

**Towards Academic Excellence**

## Strategic Plan 2023-2028



# VISION

To emerge as a world-class university in creating and disseminating knowledge and providing students a unique learning experience in their chosen field of scholarship, that would best serve the society and betterment of mankind.

# MISSION

- Develop into an inter-disciplinary institute combining academic rigor, excitement of discovery, creativity and entrepreneurship
- Deliver world class research-based education, creating new knowledge and innovations

Provide an inspiring and stimulating environment for diverse campus community of faculty and students

# CORE VALUES

- Show Compassion
- Develop Trust
- Give Mutual Respect
- Create a sense of Curiosity
- Serve with Integrity
- Instill Social Responsibility

# STRATEGIC GOALS

Spread over 100 acres of the State-of-the-Art global standard campus, SRM University-AP is a multi-stream research-intensive university established in 2017.

The university has three schools, viz., School of Engineering and Sciences, School of Liberal Arts and Social Sciences, and Paari School of Business. With a strong base of 300+ highly qualified faculty members and 300+ PhD and postdoctoral fellows, the university is striving towards academic excellence on all fronts.

The focus is on experiential and project-based learning, pure and applied research, problem-solving spirit, innovation and entrepreneurship, and cross-disciplinary studies.

The university has established a research ecosystem that is designed to be accessible and supportive, offering opportunities for involvement and assistance at every level of academia, viz., faculty members, postdoctoral fellows, PhD scholars, and postgraduate & undergraduate students.

Accordingly, the strategic goals for 2023-2028 are:

- Enhance Student Experience
  - Attain Financial Sustainability
- Achieve Academic Excellence
  - Improve Perception and Visibility

- Intensify Research Innovation and Entrepreneurial Spirit

  
Registrar  
SRM UNIVERSITY-AP  
Andhra Pradesh-522 240.

## Goal 01 Enhance Student Experience

Improve Overall Student Experience on Campus  
Improve Graduate Outcomes

Promote Holistic Development  
Strengthen Alumni Mentorship Programme

### Quality Indicators

- NPS and CSAT
  - Average and Median Salaries
  - Percent of Students admitted to top Global Universities
  - Number of Start-ups at Revenue Stage
  - Percent of Alumni enrolled in the portal
- Percent of Students Participation in Community Service
  - Percent of Students Winning National and International Awards in Sports and Co-curricular Competitions
  - Percent Alumni Engagement

## Goal 02 Achieve Academic Excellence

Increase the Quality and Diversity of Students  
Recruit Quality Faculty  
Increase Academic Rigor  
Increase Employees Rete

Strengthen Multidisciplinary/ Interdisciplinary/ Research-based Curriculum Design and Delivery  
Participate in Accreditation and Ranking

### Quality Indicators

- Percent Upward Trend in Closing Ranks
  - Percent of Students from other States/Countries
  - Faculty Student Ratio
  - Faculty Attrition
  - Percent of Faculty with International Experience
- Percent of Time Spent on Experiential/Active Learning
  - Percent of Industry Specific Courses, Internships and Projects
  - NAAC, ABET, AMBA, EQUIS, AACSB, QS Accreditations
  - NIRF, QS Rankings

## Goal 03 Intensify Research Innovation & Entrepreneurial Spirit

Strengthen PhD and Postdoctoral Programme  
Enhance Quality of Pure, Applied and Translational Research

Strengthen Industrial Research  
Create an Ecosystem of Innovation and Entrepreneurship

### Quality Indicators

- Number of PhD and Postdoctoral Scholars from Top Institutions
  - Number of PhD Scholars Graduating
  - Percent Base of Faculty Applying for Major Research Grants
  - Number of Projects Submitted to National Missions
  - Publication Productivity per faculty in Q1, ABDC A and Nature Index Journals
- Publication Productivity per Faculty in Q2 to Q4 Journals
  - Number of National and International Research Awardees and Fellows
  - Number of Patents Granted
  - Number of Technology Transfers
  - Number of Start-ups Incubated
  - Percent Faculty Working with Start-ups