



**ATMIYA
UNIVERSITY**
RAJKOT, GUJARAT (INDIA)

Institutional Perspective Plan

(Academic Year 2021-2026)



About Inspiration and Promoters

H.D.H. Bhramswaroop Hariprasad Swamiji Maharaj is the inspiration and the Founder President of the parent trust **Yogi Divine Society-Baroda in 1974**. Swamiji's vision of spirituality is articulated in His message of "**ATMIYATA**" – **Spiritual Harmony**. **H.D.H.B. Hariprasad Swamiji Maharaj** says "Youth are neither careless nor useless". They are actually "Cared-less and used-less". They need caring and proper guidance with the "Ocean of love." The youth transformed thus by the divine Master is the pride of his family, society and nation. This message has swept across the global landscape through centres based within and outside India, all effectively spreading the altruistic societal services and spiritual objectives of Yogi Divine Society.

Yogi Divine Society, with the motto "**Service unto Humanity is Service unto God!**", is involved since last four decades in various activities related to social welfare, youth empowerment, education, medical services, relief services during time of natural calamities, tribal community empowerment, environmental care and in many other. The trust runs a school in the cities of Ahmedabad, Vadodara and Bharuch in State of Gujarat which caters education from nursery to standard 12. The trust has also adopted a grant-in-aid school Shri Vijay Vidya Mandir in Avidha, a tribal area in Bharuch district taking care of all educational needs of the students.

Sarvoday Kelavani Samaj, a trust established in 1967 inspired by Yogi Divine Society, is based in Rajkot and primarily focusing on youth empowerment through education. Working with the motto "**Build Temples in Youth through Education!**" the trust runs various institutions catering education from nursery to Ph.D. Along with Atmiya University, this includes four private schools and one grant-in-aid school, and a grant-in-aid autonomous college. Under the divine blessing of **P.P. Premswaroop Swamiji Maharaj**, President of the Sarvoday Kelavani Samaj, and mentorship of **P.P. Tyagvallabh Swamiji**, Founder President of Atmiya University, all institutions are making great efforts to spread essence of *Atmiyata* through education.

About University

The **Sarvodaya Kelavani Samaj**, Rajkot (Gujarat), became an ancillary of **Yogi Divine Society-Baroda** in 1988, is the sponsoring body of **Atmiya University**, established on **April 13, 2018, under the Gujarat Private University Act, 2009** is located in the educationally disadvantage region of Saurashtra, Rajkot with an academic legacy of 50+ years of erstwhile institutions. The University is recognised under Section 2(f) of the UGC Act, 1956 and has received approval from UGC, AICTE and PCI.

The campus spread across 23.5 acres of sprawling lush green land with the State-of-art infrastructure, adequate support facilities, excellent landscaping. The University emphasizes to train inquisitive minds in consonance with the doctrines of higher education, SDG's and Universal Humane Values focusing leading to the holistic development of the stakeholders through its curriculum where human values are placed in the fulcrum with CBCS, OBE system and semester pattern.

All Certificate, Diploma, Undergraduate, Postgraduate, and Doctoral programs incorporate cross-cutting themes of professional ethics, gender equality, human values, environmental sustainability, and social responsibility. These programs are designed to address local, regional, national, and global challenges, emphasizing employability, entrepreneurship, and skill development.

In line with the **NEP-2020**, the University has implemented a 4-year Undergraduate program framework with MEME approach, adhering to the CCFUP and SOP recommendation from the Government of Gujarat. The University has registered for Digi-locker National Academic Depository (NAD) and ABC/APAAR-ID.

The University has **6 faculties** structure for **Engineering & Technology, Science, Business & Commerce, Health Sciences, Humanities & Social Sciences** and a distinct faculty named the **Faculty of Transformative Education** encompassing 3 schools viz. **Indian Knowledge System, Sustainability and Consciousness Development & Value Education**. The University has provision of adequate TL&E facilities-Classrooms having Digital-AV aid, Special Laboratories equipped with high end instruments including CIF lab, Robotics lab, Environmental Audit Lab etc, State-of-the-Art Controller-of-Examination Office and Computer Laboratories equipped with high end servers and UPS-green power generators. It has a provision of good student support facilities like, Differently-abled Infrastructure, Language-laboratories, Training-placement cell, EVAC Charging station, Hostels, Canteen-mess, Indoor-outdoor sports, NCC-NSS, Day-care Centre,

Gymnasium, Yoga centre, Health & Wellness centre-doctor on call, Ramps-elevator, Student stores-ATM, Parking, 499.5 KW Solar Roof top, Green power generator-RO plants, Paper & Plastic recycling unit, and Medicinal plant-botanical garden. The campus also has more than **500+ Neem trees**, a *Gaushala*, an Herbal garden, skill centres like *Sarjan (Wealth from Waste)*, *Parivartan (Paper Recycling Unit)* and *Samarth (Formulation of Household Chemicals)* promoting sustainability practices, solar panel installations and rain water harvesting system and many other facilities. Outstanding achievements at State & National level events & academic programs every year and students have also excelled in the field of Sports, Cultural, NSS and NCC.

The University is committed to providing a secure and safe environment, utilizing advanced security solutions like Sophos firewall and comprehensive fire safety equipment. The 4 storey centrally AC automated OPAC library features fully web-based functional modules utilizing Java Web Start™ Technology. It complies with international metadata and interoperability standards such as MARC-21, MARC-XML, z39.50, SRU/W, and OAI-PMH. The library includes 24x7 reading room, 45,802 print titles, 119,334 volumes, over 100,000 books, 300,000+ e-books, and access to more than 6,000 e-journals.

The University has established cutting-edge facilities including the Tinkering Lab, Fab Lab, and Incubation Centre to nurture entrepreneurial endeavours under SSIP. Recognised as Environmental Auditor Schedule-1 (2010-onward) by GPCB, Centre of Excellence in Embedded Systems and Robotics in collaboration with IIT-Bombay's e-Yantra initiatives, 3+ Star ranking by Institution's Innovation Council (IIC), by the Ministry of Education. E-YUVA program in partnership with BIRAC.

The University has many MoU's/Linkages/Collaboration of National & International level leading to several awards, accolades & recognitions. The University's decentralized and participatory structure empowered by various centres/cells/departments that contribute to a vibrant and collaborative academic, research & innovation ecosystem.

The motto of the University is **सुहृदं सर्वभूतानाम् (Suhradam Sarva-Bhutanam)** which means well-wisher of all living beings. The campus where Atmiya University is located is known as **Yogidham Gurukul**.

Vision

- To nurture creative thinkers and leaders through transformative learning.

Mission

- To create a transformative learning experience by imbibing domain specific knowledge & wisdom.
- To focus on research based teaching learning with Industry relevant application knowledge.
- To create transformative impact on society through participation, innovation, creativity and entrepreneurial framework of learning.
- To ensure knowledge integration in content creation with Industry collaborations and National as well as International Institutions.
- To cultivate a student centric transformative university committed to holistic development with Intellectual, Emotional, Spiritual and Behavioural traits of its learners.
- To impact society in a transformative way on green thinking and its effort on sustainable environment and ecology.

Core Values

- Encourage to be courageous to question ideas, ignite new ways of thinking and action.
- Firmly believe on collective leadership, work as integrated team with trust, collaboration and connectivity across our different disciplines and throughout the world.
- Respect and celebrate diversity. With a generosity of spirit, we value emotional intelligence as well as knowledge, empowering one another and enabling our students to realize their full potential.
- Excellence is a way of life. We understand the importance of critical thinking, discipline and responsibility, and we expect the very highest standards of ourselves and our students.
- Co-existential thinking and Green-thinking is at the nucleus. Our common aspiration is to respect the planet and we are committed to practice and promote sustainable alternatives at all the spheres, both on the global stage and in our own working environment.
- Facilitate acquiring knowledge on every aspect of life, to bring happiness, spiritual bliss, respect people and appreciate society.

Preamble

The Institutional Perspective Plan (IPP) of AU has been carefully prepared by emerging the prospects and flexibility of learning and vocational courses/programs to enhance the capacity of learners, besides upholding employability & entrepreneurship. The IPP has imbibed a wide gamut of experiences, in addition to its inherent quality cultural with reference to establishing policies, strategies and benchmark that would be collectively accomplished by each stakeholders of AU.

Strategic/ Perspective planning

Atmiya University is committed to its core principles of value-based education, prioritizing **Universal Human Values - Jeevan Vidya** as a hallmark of its distinctiveness. By integrating Jeevan Vidya into its academic framework, the university cherishes holistic development aligned with its vision & mission.

In alignment with the *National Education Policy (NEP) 2020*, & united nations 2030 agenda for sustainable development, the University aspires to evolve into a **Multidisciplinary Education and Research University (MERU)**, blending diverse disciplines and promoting innovative research. As a step towards this, Atmiya University is poised to establish itself as a prominent **Centre for Indian Knowledge Systems** enabling students to explore and apply India's rich cultural and intellectual heritage with the essence of values.

Atmiya University's long term and short term strategic plan encompasses admissions, academics, HR development, collaborations, financial management, governance, infrastructure, and quality assurance to achieve holistic growth and excellence. These priorities drive its mission to emerge as a leader in **transformative education**.

Admission

- Enhance campus diversity by actively admitting/enrolling students from various backgrounds and regions Pan India.
- Expand initiatives that make education accessible and affordable for all students

Academics

- Introduce new academic programs / initiatives that are based on local, national and global needs, internship / apprenticeship opportunities, industry partnership, executive programs, Online and Distance Learning.
- Introduce programs in Health Sciences based on AYUSH, Nursing, etc.
- Evolve the learning model from Pedagogy to Andragogy & Heutagogy through transformative curriculum and learning approaches.

- Infuse digital technology in the realms of education & research, innovation and extension.

Knowledge Creation & Knowledge Dissemination

- Focus on 4-5 key thrust area and 12-15 sub thrust area to drive research, innovation for societal impact.
- Strengthen infrastructure and facilities for a vibrant research and innovation culture.
- Build partnerships for joint research, knowledge exchange, and innovation commercialization.

Human Resources

- Implement strategic hiring practices to attract the efficient professionals from Pan India & retain them.
- Cultivate a culture of growth, recognition, and inclusivity, making the university a preferred workplace
- Adopt a supportive environment prioritizing professional development and employee welfare.

Collaboration & Influencing

- Improve on national and international collaboration and work towards student and faculty exchange, Collaborative Online International Learning (COIL), etc.
- Set-up Industry driven innovation labs & Centre of Excellences.

Financial management

- Improve on financial sustainability through research, consultancy, IPR, grants & voluntary contributions from industries, alumni and philanthropists.

Governance & Infrastructure

- Enhance augment research facility and foster innovation in light of Jeevan Vidya.
- Improve on technology integration to optimize processes, enhance efficiency, encourage transparency and improve user experience.
- Promote green initiative by implementing digital tools to adopt paperless governance in academic and administrative functions.
- Utilize tech-driven solutions to improve accessibility and satisfaction for all stakeholders.

Quality

- Implement robust quality assurance process to maintain high academic standards.
- Implement a resilient framework for continuous monitoring, evaluation, and improvement of university processes.
- Pursue national and international accreditations to benchmark academic and administrative excellence.
- Strategically enhance performance in global and national ranking & rating systems to elevate the university's performance.
- To promote the concept of internalization in the era of globalization.

Strength, Weakness, Opportunity and Challenges (SWOC)

Institutional Strength

- Strong legacy and overall vision and commitment of the promoters towards value based transformative education.
- Eco-friendly green campus with state-of-the-art infrastructure for teaching, learning, research and other needs.
- Strong financial support from the sponsoring trust ensuring required investment towards infrastructure and activities.
- Curriculum design and its adaptation based on contemporary education models and aspirations of NEP-2020 giving flexibility and learner centric orientation.
- Integration of Jeevan Vidya in mainstream education preparing students not only in professional skills but also in life skills.
- Multi-disciplinary campus that offers a diverse range of professional and skill based courses and providing opportunities for interdisciplinary activities and projects to students and staff.
- Innovative programs offered through collaborations addressing the current needs at regional and national & international levels.
- Committed staff members with lot of potential and service orientation towards work.
- Strong integration of technology in academics and administration enhancing the transparency, efficiency and effectiveness of the system.
- Strong engagement with community through various academic and social initiatives.

Institutional Weakness

- Rajkot, though educational and economic hub of Saurashtra region, the regions is educationally backward and has its own limitations in terms of connectivity and available opportunities.
- Low regional diversity as students are predominantly from Gujarat State.

Institutional Opportunity

- Strengthening research and innovation initiatives through Government schemes, support from regulatory and professional bodies and collaboration with industries and other organizations.
- Recognition under 12(B) of the UGC Act - 1956 to be eligible for financial assistance and other support from the Government of India.
- Introduction of more program through collaboration with industries and various Sector Skill Councils.
- More National and International collaboration for research, exchange programs, twinning programs, etc.
- Harness the entrepreneurship mind-set of this region and promote technology transfer.
- Improve on usage of SWAYAM and other MOOC platforms in teaching and learning.
- Improve on the out-of-state and international students to bring in regional diversity and promote exposure to different perspectives and cultures.
- Introduce Integrated B.Ed. & M.Ed. preparing teachers for transformative education.

Institutional Challenges

- Mushrooming of universities.
- Imbalance and domain polarization observed in enrolment trends in recent times.
- Majority of students are from a vernacular rural background with language and communication barrier.
- Faculty availability and retention, specifically from outside the regions due to locational disadvantage.



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