



GD Goenka University

STRATEGIC PLAN 2016-22

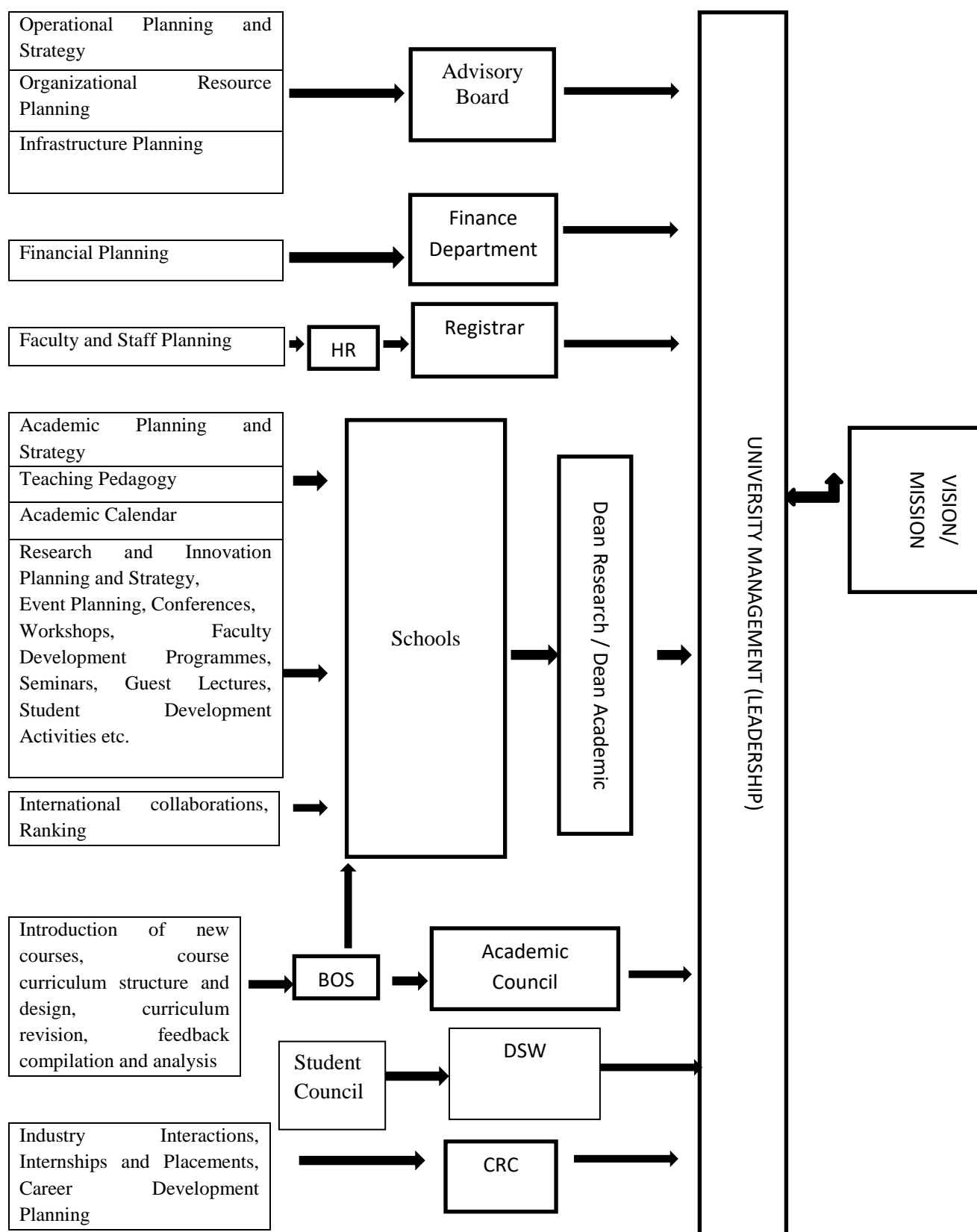
www.gdgoenkauniversity.com



STRATEGIC PLANNING – GD GOENKA UNIVERSITY

Strategic Planning is a well-defined process at GD Goenka University which has been devised in achieving the University Objectives. This process shall enable the University in achieving the goals of attaining the global standards and excellence in the area of academics, research and innovation.

To give a shape to the strategic plan, the plan is divided in University's goals which take care of all the aspects of academic and administrative processes at the University in tune with the Vision & Mission of GD Goenka University.



VISION

To be an institution of international repute that offers quality and novel academic programmes that engages in high quality research endeavours, that has intense engagements with its constituents and that adopts holistic and-value based approach in its endeavours

MISSION

To provide an educational ecosystem that accords primacy to fostering:

- Beliefs, behaviours and practices that are underpinned by ethics, empathy and social responsibility
- Partnerships with top-tier educational institutions, corporations, small-to-medium scale enterprises, community groups, and not-for-profit organisations that share its values
- Transparent, efficient and effective systems and processes in its engagements with constituents
- Meritocracy, scholarship, lifelong learning and equity

Core Values

- Integrity in all endeavours.
- Humility, compassion and concern for all.
- Passion for quality and excellence.
- Quest for innovation.
- Leadership and Team Spirit.
- Autonomy with Accountability.
- Perseverance

GOAL 1- EDUCATIONAL EXCELLENCE

“Education means inculcating moral values, positive thinking, helping attitude, attitude of giving to society and imparting ethical values to students who will only be able to bring changes in society.”

An exceptional education system provides the opportunity to the students and allows them to fully utilize their potential to achieve success in their professional life. The conception of holistic development of students covers a wide spectrum of activities where ambitious students avail opportunities to develop their abilities to the fullest. The purpose is not only attributed merely to academics, but also to promote the all-round students’ development which can enable them in succeeding socially, professionally and ethically.

We, at GDGU focus on the comprehensive education and development of the students that assimilates the intellectual development of the students along with societal, emotional and ethical development. Faculty persistently searches for the innovative and effective ways to assist students to be enduring learners to achieve brilliance and distinction.

With the objective of redefining education to fit the contemporary needs and modern challenges, University provides a platform for numerous programs to grow and gain advantage in a cross-disciplinary environment. This allows theory and practice to blend harmoniously.

- Enriched curriculum is designed as per outcome based educational pedagogy having core courses, skill development courses, open electives and discipline specific electives.
- Innovative pedagogies, experiential and participative learning, effective communication skills, and good management strategies promote analytical and critical thinking amongst students and expedite teaching-learning process.
- Innovation and research shall be the key driving factor.
- Creates an environment of start-ups and jobs.
- Trans-disciplinary and lifelong approach of learning.
- The courses are linked with practical which involve investigation, exploration, analysis, synthesis and presentation of information using digital tools and methods.

The strategic initiatives to achieve educational excellence and holistic development of students at GDGU are given below:

Strategic Initiatives

- To enhance students' abilities and proficiencies by imparting them high quality education for entrepreneurship and employability.
- To focus on promoting innovative pedagogies and modern methodologies for effective teaching learning process.
- To adopt curriculum as per requirements of industry, based on outcome-based educational pedagogy.
- To provide opportunities to students in industry, government, academic and research organization.
- To focus on developing the digitally knowledgeable students who can make proper use of the technology purposefully to achieve academic, professional, and personal goals.
- To orient and prepare them for higher education in Indian and foreign universities.

Targets

- Curriculum will be designed as per demand from industry or in collaboration with industries and feedback of experts/academicians.
- 100% students shall be offered skill enhancement courses.
- Pool for value added courses offered to students will be increased.
- Entrepreneurship workshops for students will be organized by GDGU Innovation cell to motivate students to design business plans with large number of opportunities to present their business plans.
- Students shall be given the assignments/projects to accentuate learning.
- Students shall be motivated to be part of the internships/field report/research projects in academic and industrial organisations.
- Novel pedagogies based on experiential/project-based learning involving practical, learning by doing, group discussions etc. will be adopted for effective teaching learning process.
- Emphasis on MOOCs will be given as per UGC guidelines to provide students an opportunity to connect with renowned academicians and industry experts.

- 100% implementation of National Higher Education Quality Framework/ Choice Based Credit System/ Learning Outcome-Based Curriculum Framework in the academic curriculum of all the programs.
- Evaluations are conducted time to time covering various aspects like end term evaluation, class tests, class presentation, assignments, case studies, live projects, assessments etc.
- Mentors shall work on the different aspects to assess the learning curve of the students. Special coaching will be given to slow and fast learners.
- Students shall be able to learn IT skills, communication skills for analysis and presentation of their data, project reports etc.
- Students will learn effective communication, leadership skills, confidence and team work by participation through co-curricular and extracurricular activities.
- Students will acquire moral, social, ethical values and environmental consciousness through courses embedded in the curriculum or through additional value-added courses/guest lectures/workshops/seminars etc.

Evidence

- Number of students placed in good, reputed organizations on highly appreciable packages.
- Students going for higher studies in the foreign Universities.
- Number of students starting their own business ventures/joined family business.
- Introduction of new programs as per national and global needs and market demand.
- Revision in curriculum on timely basis after analysis of feedback obtained from all stakeholders.
- Course outcomes are mapped with program outcome so as to determine the actual of learning outcomes of the students
- Details of internship, field projects and dissertation/research projects are maintained for proper records.
- Mentoring classes are conducted so as to keep the track of the students' problems and the ways they can be resolved fostering smooth learning process.
- Use of technologies, database, tools in project presentation and assignments etc.
- Representation of students in national and international universities, festivals, and competitions in curricular, co-curricular, sports and cultural events.

Progress of Academic Excellence will be tracked as per following parameters

Particulars	2016	2019	2022
% of specialized or inter-disciplinary programs	40%	70%	100%
% of courses taught in hybrid/ online teaching mode	20%	30%	40%
%of UG/PG programs with embedded research component	50%	70%	80%
%of UG/PG Programs having Skill Enhancement /Entrepreneurship Courses	100%	100%	100%
Number of Value-Added Courses offered	40	120	200
Academic Progression	20%	35%	50%

GOAL 2 – RESEARCH AND INNOVATION EXCELLENCE

Research and Innovation are pillars for any reputed University. GD Goenka University strives to provide necessary facilities and resources to support the faculty and students' research initiatives. The motive behind the research competencies is to promote the culture of research excellence.

We, reassure the engagement of our faculty and students in the research, artistic endeavours and scholarly activities. Over the years, we have improved the quality and augmented our research environment, harmonizing the discipline-based research. In order to outrival in the area of research and innovation, we shall ensure that the University continues to produce a significant volume of high-quality original research work through publications, innovations, patents and respond to the rapidly changing needs of industry, society and environment.



Strategic Initiatives

- To improvise and revise University research policy.
- To augment infrastructure and research facilities.
- To provide seed grant money to faculty to initiate research in the relevant area.
- To motivate, create and support research environment for discipline specific and interdisciplinary research in high quality journals such as Scopus / Web of Science/PubMed etc.
- To recruit new faculty from prestigious organizations having good teaching and research abilities and having relevant academic/industry experience.
- To translate the laboratory research into commercial products and filing patents.

- To undertake research with industry collaboration focussing on practical problems and applications in real life situations.
- To promote highest ethical standards in research.
- To facilitate faculty participation in research related events such as paper presentation in seminars, conferences, workshops, training programmes and faculty development programmes.
- To recognize and reward good publications and contributions of faculty in academic publications and conferences by providing them faculty incentives/registration fees/travel grants etc.
- To share research funding, collaboration, scholarships, and fellowships related information to all concerned on regular basis and motivate faculty to submit project with Govt. and Non-Govt. Organisations/ Industries for funding and consultancy.
- To collaborate with world class institutions for research.

Targets

- Promoting research in the entire gamut of inter-disciplinary development studies in all areas of societal and national concern. Also, taking up research on the lives and works of eminent persons of national status. Bagging more research projects funded by Govt., Industry and filing IPRs.
- Students in all disciplines shall be engaged in scholarly activities by embedding research oriented courses in their curriculum that starts from the fundamental levels of knowledge and comprehension and move towards the advance levels of analysis and synthesis as the programme progresses. All research work conducted either by faculty or students shall pass through plagiarism check.
- Attracting international faculty, empanelling prolific experts as visiting professors/honorary professors and appoint distinguished and eminent scientists/academicians as professor emeritus to motivate and actively engage in research guidance to junior faculty and researchers.
- The University will undertake to sufficiently train, equip and sensitize the faculty and research scholars to focus on creating meaningful research output to contribute towards creating theory and influencing practice.
- Faculty will be encouraged to increase their research publications in A-category journals and citations in journals listed in like Scopus, Elsevier, Thomson Reuters,

Web of Science or any other indexed journals having exemplary reputation and high impact. They should be more focused on rigor and relevance of their research in their field of study.

- MoUs with reputed educational and research organizations both at national and international level for collaborative research and joint-PhD programmes, and improve percentage of international students (exchange students and regular students).
- Augmentation of IT infrastructure and upgradation of infrastructural facilities such as strengthening of the Central Instrumentation Lab by the introduction of specific and sophisticated equipment and creation of more research labs as per demand of School to match with the changing scenario on the academic front.

Evidence

- Infrastructure assessment is done on the timely basis and new lab/center of excellence is developed.
- Procurement of necessary software for research.
- Workshops/Faculty Development Programs/Seminars are organized to guide the faculty and students to improve upon their content writing skills. Plagiarism reports are generated to find out similarity index.
- Organizations of Conferences, Guest lectures, Invited Talks on recent advances in Sciences, Social Sciences, Technology, Humanities, Education, Pharmaceutical Sciences, Management, Law, Architecture, Agriculture and Fashion etc. to develop an ecosystem in the University to stimulate and augment research.
- Constitution of Chairs and appointment of Professor Emeritus to provide research guidance to faculty and students.
- Managing the records of consultancy/research project sanctioned.
- Maintaining record of startups.
- Keeping record of faculty awards and incentives for outstanding research.
- Details of research publications in journals like Scopus, Elsevier, Science Direct, any other reputed Journal.
- Dissertations/ internships and project reports are incorporated as the part of the course curriculum to promote research-oriented learning.
- Reports recording scholarly activities like Theses, Dissertations etc. are maintained and updated regularly. PhD Theses are uploaded on Shodhganga.

- Record of faculty/ student exchange programs to increase impact of research.

Progress of Research and Innovation Excellence will be tracked as per following parameters

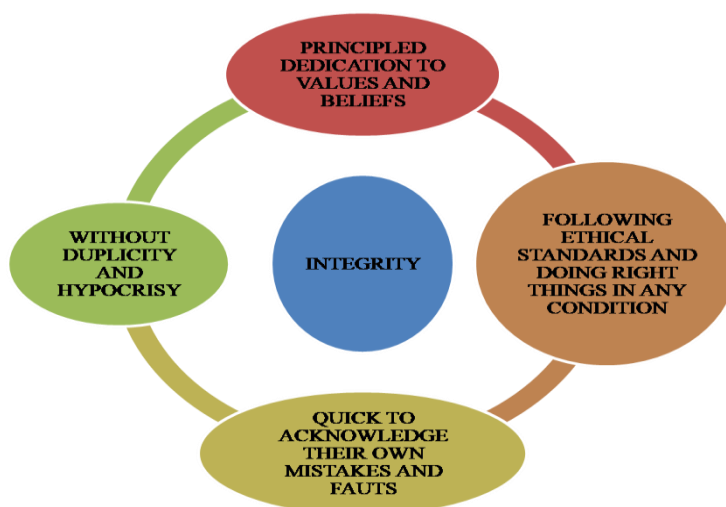
Particulars	2016	2019	2022
Research Publications	300	600	900
Patents	25	50	100
Consultancy Projects (Amount)	25.5 lakh	50 Lakh	1.0 Crore
Govt. Funded Projects (Amount)	-	1 Crore	2 Crore
Centre of Excellence	02	04	05

GOAL 3 –ETHICS, INTEGRITY AND GOOD GOVERNANCE

“Ethics knows the difference between what you have a right to do and what is right to do.” Every institution is known by the functioning of its people. The employees of any organization are the face to the world.

A person of integrity displays a principled dedication to values and beliefs, he is dependable, honest, and open in his communication and take responsibility for his actions and always seek to reflect ethical standards and do the right thing regardless of the circumstances. An integrated person lives without duplicity and hypocrisy. A person of integrity does not claim to be perfect. Instead, they are quick to acknowledge their own mistakes and faults. Their sincerity comes from a pure motivation to do what is right even when it might be inconvenient.

Here, at GD Goenka University, we understand this aspect quite clearly; therefore, we focus on instituting standards of right and wrong that prescribe what humans ought to do, usually in terms of rights, obligations, benefits to society, fairness, or specific virtues. We imbibe these values in our students which make them a better human being as they are the face of our University. They represent us everywhere they go and anywhere they work.



To ensure the strict adhering of the processes and policies by the stakeholders, the University has a good governance mechanism majorly fuelled with defined vision, mission, goals, transparency, and accountability at all levels that provides an ethical grounding. The governance system is evaluated with reference to predetermined goals and objectives. Revisiting the governance system of the University with an agenda to advance the organizational strategies on education, research, services, and administration, following are the action points to ponder on that directly lead to improvement in its work culture, decision-making, operations, and performance, as given below, the basic idea behind this is that each and every one is involved in the functioning of the organization as well as show the accountability for the actions taken

Strategic Initiatives

1. To formulate transparent work ethos for discharge of the University's functions and responsibilities as a responsible public institution.
2. To inculcate ethical values in students by becoming role model for them.
3. To promote and empower the students, faculty and other staff members for dynamic administrative functioning and work delivery.
4. To engage and maintain faculty and staff that work with integrity and provide support for students to meet their education goals.
5. To improve its ambitious e-governance project to make its working more efficient, responsive, transparent and convenient.
6. Preparing SOPs of the functioning of each and every department, School, Centre, Office of the University.
7. To put in place a fair and equitable mechanism to allocate resources and resolve problems promptly and effectively which will help in proper functioning of the University.
8. To launch new initiatives in upfront areas.
9. To create green sustainable campus.
10. To create gender-sensitive environment in the campus enabling women and men to maximize their potential.
11. To provide direction to the University in light of National Educational Policy -2020

Targets

1. To ensure compliance with agreed policies by monitoring and recording, what is going on, and to provide corrective action in cases where the rules have been ignored or misconstrued.
2. To continuous monitoring and review of performances.
3. To conduct meetings in a highly democratic environment, resulting in freely consultative, participative, and collective decision-making.
4. To hold the meetings of Academic Council, University Research Committee, Board of Studies, Faculties, and IQAC, etc. on regular basis for prompt decision-making on all time-bound academic matters.
5. To scan University functioning from the point of view of all stakeholders and beneficiaries involved to confirm that it must have firm moorings to moral values and principles.
6. To work out a detailed Citizen Charter in consultation with the stakeholders to address their complaints and to apprise the students and other stakeholders of their rights.
7. To address of faculty, student, and staff through grievance redressal mechanism.

Evidence

1. Annual academic and strategic plan.
2. Relevant policy guidelines
3. Internal and External Audit Reports
4. Analysis of feedback of students or student satisfaction survey
5. Performance improvement after appropriate intervention.



Progress in Ethics integrity and Good Governance will be tracked as per following parameters

Particulars	2016	2019	2022
Number of Programs	4	6	10
Number of Training Programs for Non-Teaching Staff for efficient functioning	7	21	35
Number of Faculty Development Programs	10	30	50
Number of activities/events organized for positive competitiveness amongst students	5	15	35
Number of activities related to sustainable green environment	7	21	35
Number of programs organized for gender sensitization and ethics	5	15	35

GOAL 4 – STRONG NETWORK WITH INDUSTRY & ALUMNI

In today's globalized world, in order to excel it is crucial to forge partnerships and develop network and alliances. For an institution aspiring to be prominent, it has to partner with the best for knowledge development and exchange and talent management. Increased engagement with community, industry and universities locally and globally would help GD Goenka University in providing a holistic learning research experience for its students and faculty and they will be very well aligned with the demands of the industry.

Engagement with industry is crucial to understand the needs of industry, leverage their expertise, access their data, and attract funding to build solutions that cater to the needs of the market. With dynamic technological changes the role of industry in the curriculum development and research becomes crucial.

GD Goenka University Industry collaborations will be administered at 3 different levels depending on their intensity of relationship.

a) Knowledge Enterprise Relationships: Through establishment of Centre of Excellence, university industry network development cell will collaboratively work with key industrial partners including faculty consultancy and alumni networking as our alumni can definitely help students to connect with the industry for the enhancement of their careers.

b) Industry Partnerships: This will be taken care by Industry Interaction cell and Academic cell which will ensure facilitation of corporate training, recruitment of university graduates and employing student interns, co-authoring of research papers by university and industrial firm members, recruitment of adjunct faculty from industry.

c) Collaborations for Societal Impact: GD Goenka University will work for community development and create societal impact given the presence of multiple disciplines and strong student base.

a. The establishment of Centres of Excellence in areas such as Public Health, Education, Public Policy, Cultural Diversity, Environment, Habitat, and Sustainability will play a key role in community development.

b. The institution will engage in initiatives that will strengthen the institution's relationships with the local community and enhance its reputation as a place that combines community development and education.

INDUSTRY COLLABORATION LEVELS



Strategic Initiatives

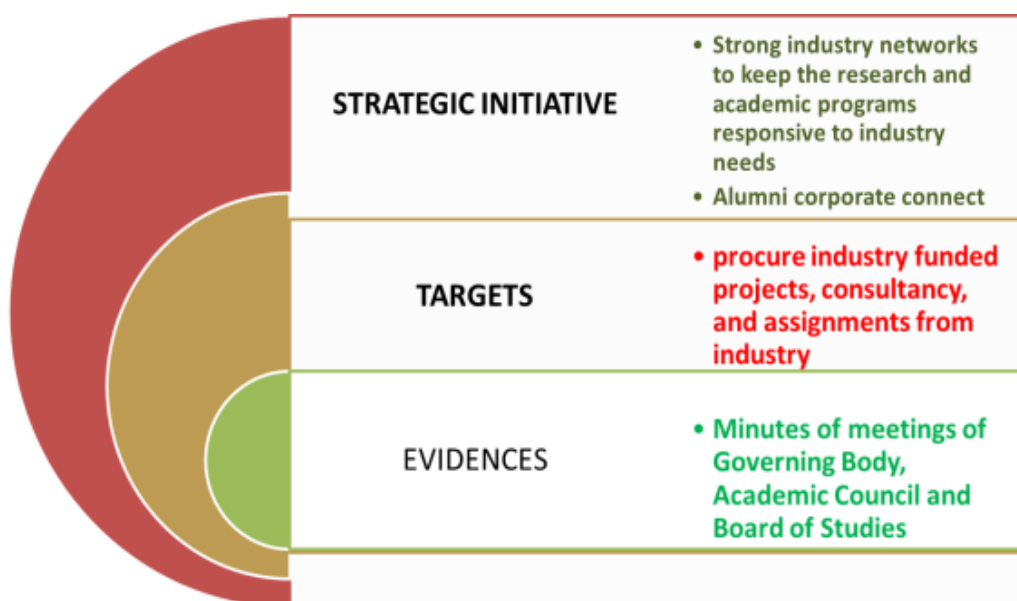
1. To build strong industry networks to keep the research and academic programs responsive to industry needs.
2. To develop sufficient capabilities in research and teaching.
3. To connect the university with corporate as a means of enriching the university's curricula.
4. To foster ties with alumni to nurture and develop strong alumni network.

Targets

1. Students can undergo training programs, and internships.
2. Invite the industry experts to share their life experiences and to discuss the current trends.
3. To procure industry funded projects, consultancy, and assignments from industry.
4. Integration of the feedback of industry experts to align the program with the industry needs.
5. Integrate Industry feedback in curriculum review.
6. Industry expert shall be a member of committee constituted for the purpose of curriculum review.
7. Organize Alumni meet to develop alumni network.
8. Integrate alumni feedback in curriculum review

Evidence

1. Details of industry internships.
2. Number of industry funded projects, consultancy, and assignments from industry .
3. Industry feedback
4. Minutes of meetings of Governing Body, Academic Council and Board of Studies.
5. Feedback on curriculum review.
6. Record of Consultancy projects
7. Alumni Meet and Alumni Connect Program



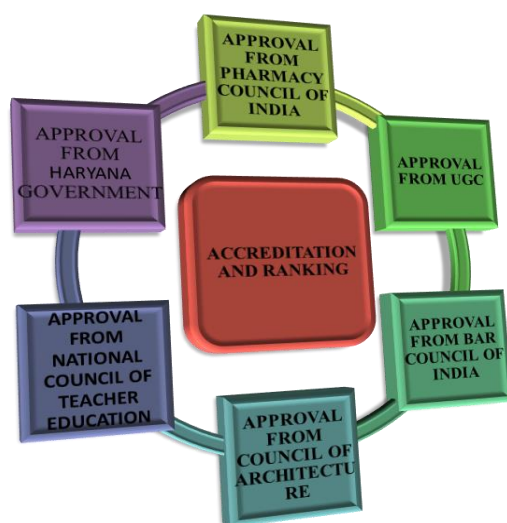
GOAL 5 – PROCURING ACCREDITATIONS & IMPROVE RANKING

Accreditation and ranking are types of quality assurance that are awarded only after a thorough review of the standards of a university's teaching, faculty, services, and students, as a way of assuring continual quality assurance and improvement. GD Goenka University will work to get accreditation at both the institution and programme level. These accreditations would be national and international, as well as for various schools. These national and international accreditations from reputable organizations will aid us in demonstrating our commitment to providing a better working environment for teachers and staff, as well as a conducive learning environment for students.



Approvals already taken by University are as follow-:

1. Approval from UGC
2. Course Approval from Haryana Govt.
3. Approval from Council of Architecture
4. Approval from Pharmacy Council of India
5. Approval from National Council for Teacher Education
6. Approval from Bar Council of India



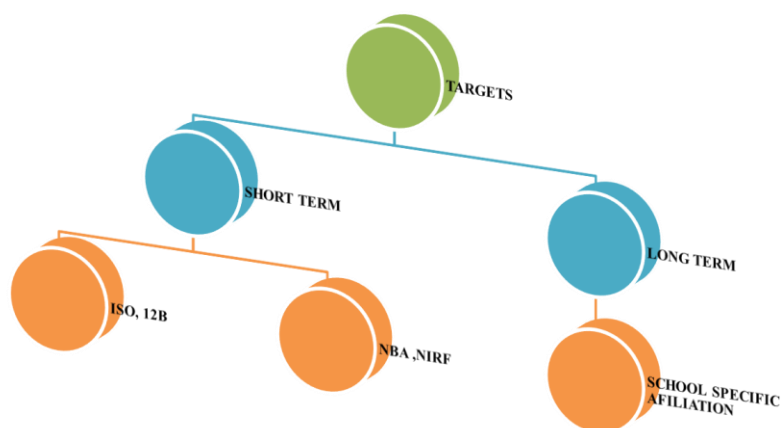
Strategic Initiatives

1. Applying for relevant and reputed accreditations for different Schools /University
2. Periodic review of all the university's system to maintain a pace between rules designed and followed

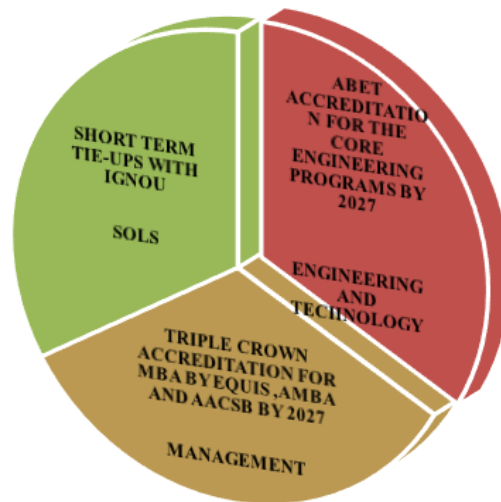
Targets

- 1) Periodic Review of Teaching Learning Process by IQAC
- 2) Continuous document upgradation as per the guidelines of different accrediting agencies

Short Term Targets

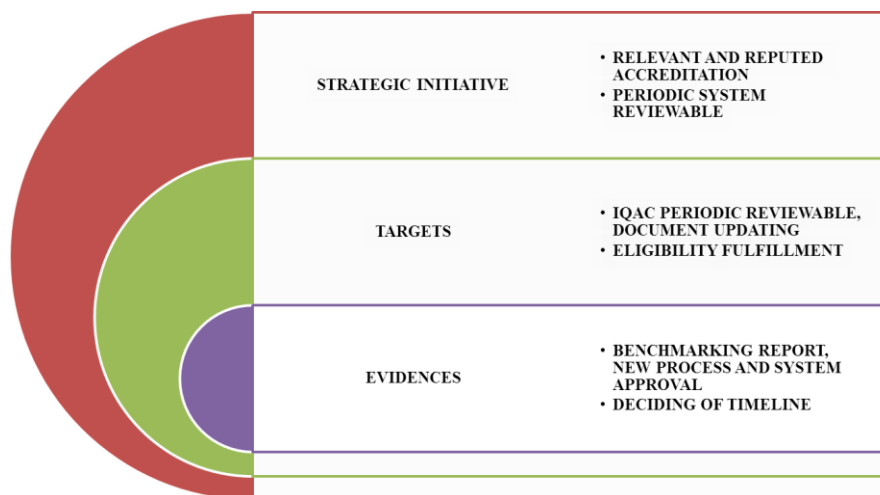


Long Term Targets



Evidences

1. List of processes and system required for specific accreditation
2. Supporting documents and reports
3. Benchmarking report
4. Status report of Accreditation Applied.



GOAL-6 INTELLUCTUAL CAPITAL

Universities' long-standing missions of producing new knowledge through research, coaching future generations of professionals, and providing community service continue to have an impact on society. They have a longer life cycle and a strong urge to adapt to their ever-changing environments. Intellectual capital is defined as the sum of a university's human, structural, and relational capital. These assets give an institution a major competitive advantage and set it apart from others. Intellectual capital is undetectable to the naked eye. It is tied to staff expertise and experiences, as well as students' and a university's technologies, and it improves the university's future prospects.

Because universities are essential institutional actors in national innovation systems, we are undergoing a significant transition at GD Goenka with the goal of becoming more knowledgeable, flexible, transparent, and competitive.

University is developing and spreading information across the globe, influencing and affecting the better future of human beings in order to become the epicentre of education, research, and innovation.

To do so, we've begun focusing on the most important component of Intellectual Capital.

Faculty Recruitment and Retention

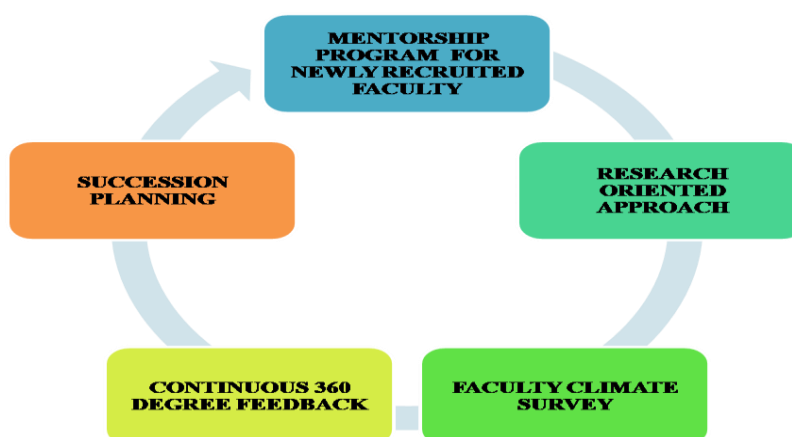
1) **Queen Bee Strategy for attracting high quality senior faculty:** “The "Queen Bee" strategy focuses on attracting high-quality, experienced professors from all around the world. This technique allows the university to hire a sufficient number of experienced scientists and academicians from India and outside who have built international reputations. This would aid in the recruitment of a large number of brilliant young students in particular fields. By 2027, GDGU's "Queen Bees" would account for around 5% of the university's professors.

ii) **Recruitment of faculty having good research record:** The University is attempting to recruit exceptional young researchers and scholars seeking research leadership positions from prestigious universities. A seed grant is offered to new professors to help them get started with their research. To support research, an excellent salary package is offered, as well as help and a dedicated research atmosphere. By 2027, approximately 15% of Assistant Professors hired at the university will have gone through this kind of screening.

iii) **Hiring of Adjunct Faculty-:** Out of the total faculty base, the university will strive to have around 85% as full-time faculty and 15% can be visiting/adjunct faculty with 50% coming from foreign exchange and another 50% from industry.

a. **Faculty exchange programs** are one of the ways that GDGU can attract visiting lecturers from prestigious universities. Universities in nations with substantial researcher mobility can help facilitate international exchange programmes. The presence of interdisciplinary research centres will operate as a primary motivator for professors from such universities to join us in collaboration.

b. **Industry Adjunct Faculty:** University will also leverage its network of relationships with industry and its alumni network to bring in industry professionals as adjunct faculty from the industry.



Strategic Initiatives

- To recruit energetic and intellect minds to keep the research and academic programs responsive to current needs
- To develop sufficient capabilities in research and teaching
- To connect the university with corporate as a means of enriching the university's curriculum
- To encourage more research mind set by providing attractive incentive schemes

Targets

- To procure funded research projects, consultancy, and assignments from industry and research fraternity.
- Integration of the 360 degree and transparent feedback system in university.
- To bring and apply more and more incentive schemes.

Evidence

- Details and classification of recruitment sources
- Number of funded projects, consultancy, and assignments from industry.

GOAL-7 LEARNING MANAGEMENT SYSTEM

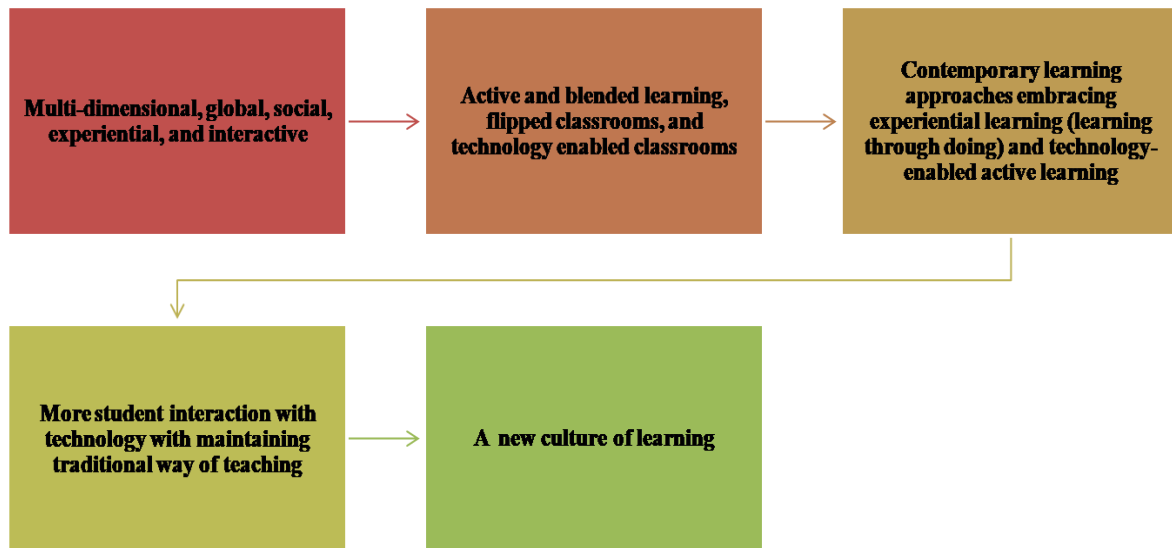
Learning takes place in and out of the classroom, on and off campus, in official and informal settings, and the university will continue to promote a new culture of learning that is increasingly multi-dimensional, global, social, experiential, and interactive, matching the footprints of the university. The conceptual design of the interiors of the buildings will be adjusted in accordance with the evolving pedagogy, which will embrace concepts such as active and blended learning, flipped classrooms, and technology enabled classrooms, among others. The structure of the classrooms would move away from a single focal point that is the teacher at the blackboard / presentation slides to focal points which would be congregation of students who have group specific deliberations on each topic, contemporary learning approaches embracing experiential.

To make learning more experiential and student centric, hybrid learning (a combination of online and offline learning), active learning, and flipped classroom techniques would be used. Maintaining its momentum, the GDGU Group will continue to integrate new technological breakthroughs while preserving the elegance of traditional and proven teaching methods.

Smart Classrooms will be established in each School to foster more collaborative learning practices.

The University is also overhauling its curriculum to include elements of research and design experience, such as the Undergraduate Research Opportunities Program (UROP), internships, capstone projects, and thesis. As a result, students will graduate with improved employability skills.

University will try to build on such initiatives and hopes to achieve 40% of teaching and learning through active learning/hybrid learning



.Strategic Initiatives

- To develop multi-dimensional, global, social, experiential, and interactive learning environment.
- Incorporation of Hybrid learning mode of education which will include more and more Industrial hands-on experiences.

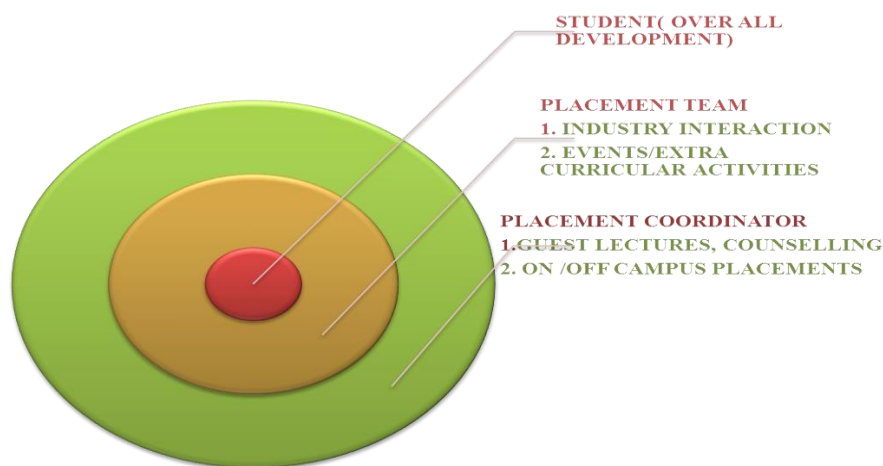
Targets

- To develop active and blended learning, flipped classrooms, and technology enabled classrooms
- Establishment of contemporary learning approaches, embracing experiential learning (learning through doing) and technology-enabled active learning
- Redesigning of curriculum to include components of Research, Design and Technology.

Evidences

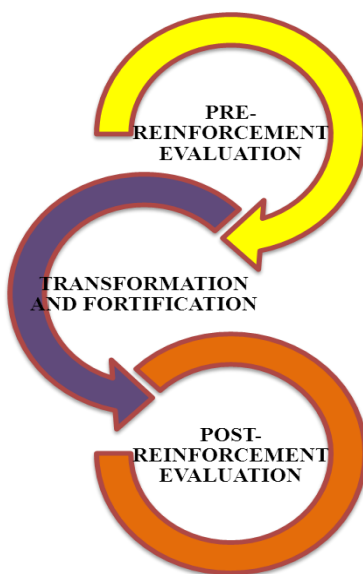
- Details of technology resources embedded in university.
- Number of Under Graduate Research Opportunities Program (UROP), internships, capstone project or thesis introduced, implemented and registered by students.

GOAL-8 PLACEMENT OPPORTUNITIES



GDGU's School Professional Attachment plays an integral role of providing opportunities to the students to fulfil their dream. GDGU provides a platform for the students to interact with companies as well so that the collaboration is mutually beneficial. It facilitates a number of counselling and training activities with alumni, corporate houses, aimed at instilling academic excellence in graduates. It frequently conducts important placement activities like group

discussion, JAM session, mock interviews etc. in order to generate confidence and skills amongst students. These programmes provide students with the necessary abilities to acquire lucrative jobs. It provides in campus placement opportunities and provides a platform for the students as well as companies to interact so that the collaboration is mutually beneficial. Every year, prominent corporations and technical organizations visit GDGU campus to offer lucrative job packages to young students.



Strategic Initiatives

Cohort Based Placement Faculty Team: Each School nominates at least one faculty who is part of corporate development committee. Each faculty is responsible for guiding students towards training, pre placement and placement opportunities available in the campus.

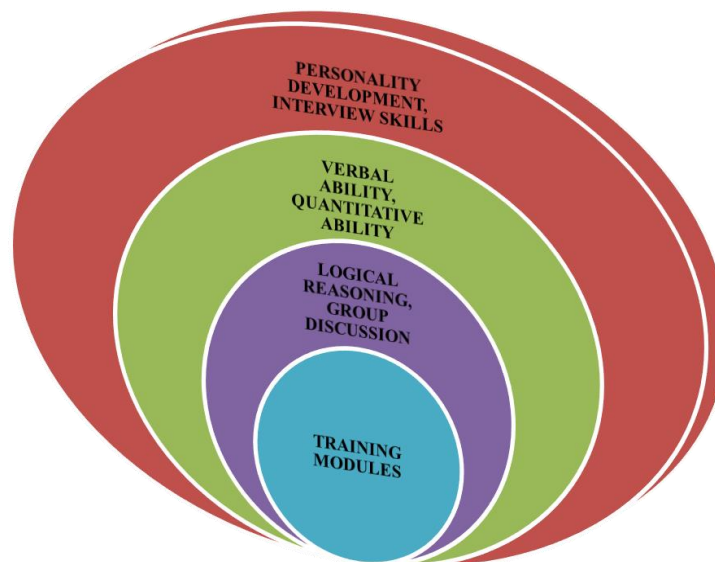
Slot System: The CRC provides slots to the companies for on-campus hiring. The slot strategy enables university to attract good companies who want customized and personalized engagements with students rather than job fair or random visits. The slot provided suits the company to tailor make their requirements and structure their interview process.

Marketing of Job/Internship/Project through Institution Website, Facebook, internal notices etc.: University publishes corporate job postings in its websites , Instagram handles, Facebook posts, blogs as well as communicate with students through e-mail, notices to enable students to apply.

Access to Student Resumes: University provides access to student profiles, their campus achievements and resumes to the recruiters for screening and arrange campus interviews.

Pre-Placement Talks, Tests and Interview: Recruiters are invited to talk to students about organizational culture, practices, job markets and innovations through symposiums and seminars organised on campus which become source of attraction. Students are ultimately selected through tests and interviews.

Specialization Students: University tries to liaise with external faculty / organizations to explore possibilities of collaborative research, case development, executive education and conducting a guest lecture in association with various student cells and clubs. This measure facilitated various students forums to interact periodically with corporate executives in the classroom or company office or also sometimes on video-conferencing.



Targets

- Improvement in Placement records
- Increase in number of companies visiting campus
- Increase in number of students going for higher education
- Increase in number of Internships offered to students
- Increase in number of students enrolled in field projects

Evidences

- Placement summary report
- Boost in highest package offered to students
- Enhancement in average salary offered to students
- Growth in student progression to higher education
- Improvement in number of students going to foreign university for higher studies
- Enhancement in number of students cracking competitive examination like IIT-JAM, NET, CTAT, CLAT, GATE, GPAT etc.

GOAL-9 CENTER FOR SUSTAINABLE DEVELOPMENT GOALS (SDG's)

The United Nations' Sustainable Development Goals ([SDGs](#)) are a framework for ensuring a sustainable future. The 17 Goals provide a blueprint for addressing diverse global challenges such as poverty, gender discrimination, quality education, lack of infrastructure, climate change, access to justice, and partnerships goals, among others.

The aim of the SDGs is to collaborate and mobilise efforts towards these challenges, and, as an establishment of higher education institution, GD Goenka University is committed to the accomplishment of the target through effective teaching and collaborative learning.

Cultivating the principle of 'Lets Rise Together, the initiatives of the establishment is important to achieving the Sustainable Development Goals as they function as iGDGUbators of recent concepts and solutions to problems, we have a tendency to face together.

As an institution we are committed to the promotion of knowledge society, we have engaged with all the “17 Goals” in varied capacities of understanding and knowledge translation.



Strategic Initiatives

- To promote the concept of Sustainable Development and encourage further learning, partnerships and research.
- To engaging and inviting corporates and policy framers to share practical experience on the application of Sustainability principles.

Targets

- To establish Centre of Excellence for SDGs at University level and implement SDG's goals in order to inculcate inclusive approach in all the endeavours.
- Redesigning of university curriculum to include components of Research, Design and Technology inclined broadly with SDG's goals.

Evidences

- Details of Research activities conducted, Outreach programme scheduled by the Centre for SDGs at University level.
- Revised Curriculum of the university adhere to relevant indicators under SDG's.

GOAL- 10 NATIONAL EDUCATION POLICY (NEP 2020)

“Educate, Encourage, Enlighten”

NEP 2020 is the first education policy of the 21st century and replaces the thirty-four years vintage National Policy on Education (NPE), 1986. Built on the foundational pillars of Access, Equity, Quality, Affordability and Accountability. This coverage is aligned to the 2030 Agenda for Sustainable Development and targets to convert India into a vibrant knowledge society and worldwide understanding superpower via way of means of making each faculty and university schooling greater holistic, flexible, multidisciplinary, suitable to twenty-first century desires. It also aimed at bringing out the precise abilities of every student. Under NEP, Multidisciplinary Education and Research Universities (MERUs) would be established across India with the goal of achieving the highest levels of multidisciplinary education. Universities and colleges will establish high-quality support centres and be provided with sufficient funding and academic resources to encourage and support students from low-income families. All students will have access to professional academic and career counselling, as well as counsellors to assure their physical, psychological, and emotional well-being. GD Goenka University is abided by the motto of NEP 2020 “Educate, Encourage, Enlighten” in every endeavour.

Strategic Initiatives

- International collaboration to achieve highest levels of multidisciplinary education
- Ensure easy Access to education and Affordability by introducing online courses material on MOOC.

Targets

- To develop rational thinking, compassion, scientific temper, creative imagination and ethical values through multidisciplinary and interdisciplinary courses.
- Focus on regular formative assessment for learning rather than the summative assessment.

Evidences

- Introduce few Values added and open elective courses
- International and National tie ups



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