

## 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

# 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**

# CORE VALUES

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

## 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