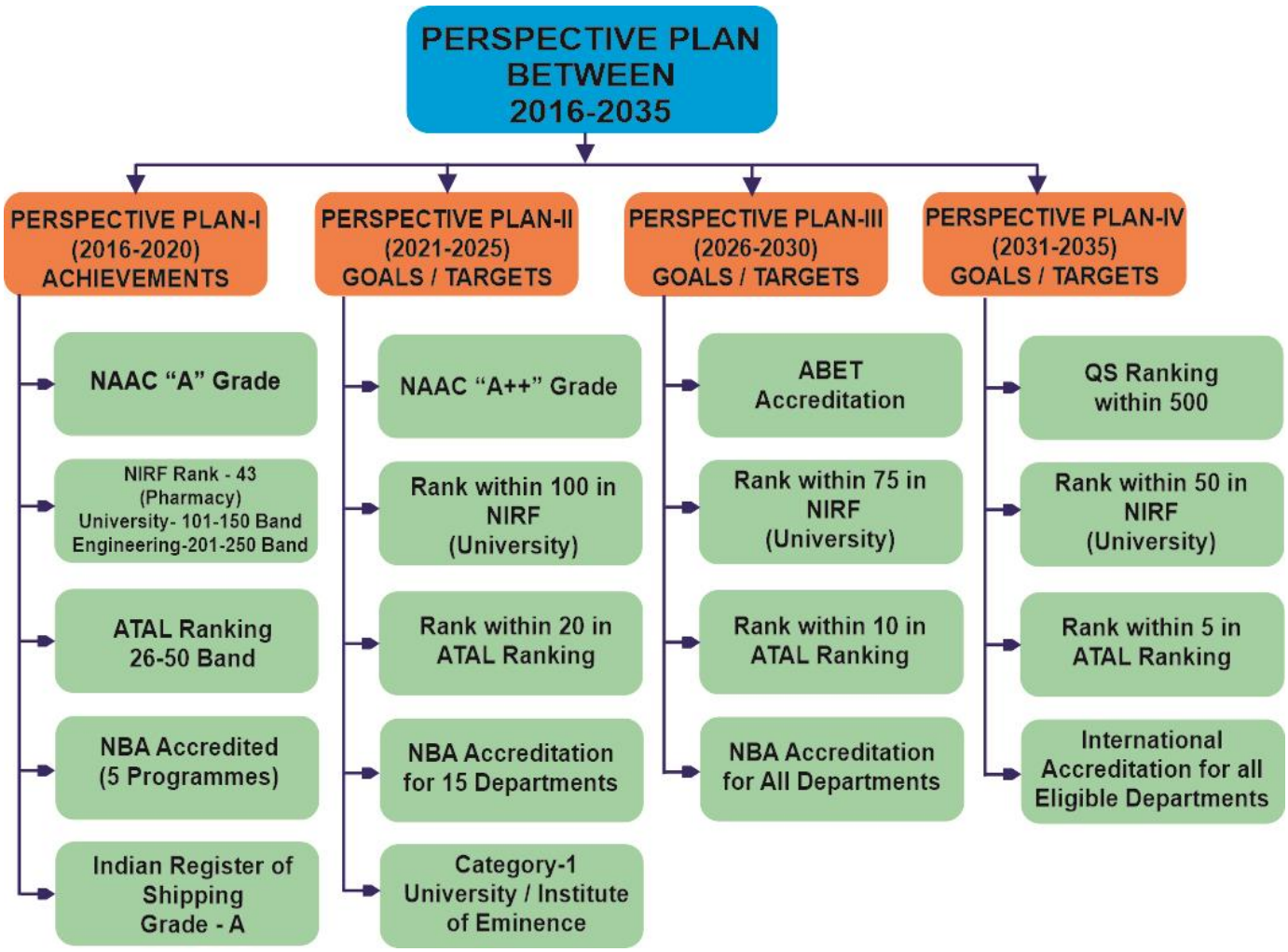
VELS

INSTITUTE OF SCIENCE, TECHNOLOGY & ADVANCED STUDIES (VISTAS)
(Deemed to be University Estd. u/s 3 of the UGC Act, 1956)
PALLAVARAM - CHENNAI
ACCREDITED BY NAAC WITH 'A' GRADE
Marching Beyond 25 Years Successfully

PERSPECTIVE PLAN



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Pallavaram, Chennai-600 117.

Strategic Plan

1. Strategy to improve IPR

1.a Publications

It was decided to improve publications in Scopus indexed journals

Implementation

- It was instructed that all Professors & Associate Professors have to publish minimum 3 articles in Scopus indexed journals and for Assistant Professors it was instructed as 1 per faculty
- All faculty members who publish articles in Scopus indexed journals were provided with incentive of Rs.5000 per article
- The faculty with maximum publications were awarded during teachers day

Monitoring

- Monthly reports are collected from all departments and given to Registrar
- The number of articles published in Scopus indexed journals for the year of 2016 was 252 and now at the end of December 2020 it was 699

2016	2017	2018	2019	2020
252	486	695	647	699

1 b.Projects and Patents

To improve the projects funding from external agencies and to encourage product based research for patenting the innovation

Implementation

Providing Vels Seed grants

1. Call for proposals
2. Evaluating & Selecting Proposals
3. Providing Seed Grants

Monitoring

- VC & Director IQAC will be monitoring the projects which are granted in Vels Seed

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- In one year
  - No Of Proposals received :84
  - No of Projects sanctioned :40
  - Project Value :Rs.37,53,745
  - No of Publications :49
  - No of Patents submitted :96
  - 20 projects were selected and forwarded to external agencies for major funding

1. Ph.D

To improve the quantity & quality of Ph.D Scholars

Implementation

- Recruitment of Professors and Associate professors in every department to guide the scholars
- Internal faculty are motivated to register for Ph.D by being provided with 50% concession in the Ph.D Fee
- Providing incentives for publications
- Turnitin license was purchased to improve the quality of research articles

Monitoring

- Research Advisory Committee with two external experts is conducted twice a year
- Every scholar is to provide a report on the work done in past 6 months
- In the year 2016,the acceptable level of Plagiarism was 30% and later it was reduced to 25% and in 2018 it was fixed as 10% to increase the quality of the thesis as per UGC recommendation.

2. Strategic Plan to improve Teaching Learning Process

To create ICT enabled culture

Implementation

- All the classrooms were provided with LAN connection
- Projectors and Laptops were provided

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- FDP on pedagogy is conducted at the beginning of a year for all the faculty members
- Edutech enabled classrooms were setup to record lectures and own Video contents were developed by the faculty of VISTAS
- Separate classroom was available for SWAYAM PRABHA (a group of 32 DTH channels devoted to telecasting of high-quality educational programmes on 24X7 basis using the GSAT-15 satellite.)
- 100% of the faculty got familiar with handling online classes and exams

Monitoring

- A course file is developed by faculty is frequently checked and faculty were motivated to effectively use the ICT Facility
- MOODLE and Google classroom - lecture portal of Individual faculty is reviewed periodically and necessary action is initiated

3) Strategic Plan towards Students Support

Implementation

- Personality Development and Universal Human Values classes were regularly conducted
- Classes for GATE, IAS & other such competitive exams were conducted
- Conducting Entrepreneur training programs with Mahatma Gandhi National Council for rural Education, DHE, MoE, GoI
- Motivating the students through Interactions with Alumni

Monitoring

- Constantly monitoring the impact of various activities

4. Strategic Plan towards Continuous improvement

Implementation

- Conduct of Annual Academic and Administrative Audit every year by all the departments

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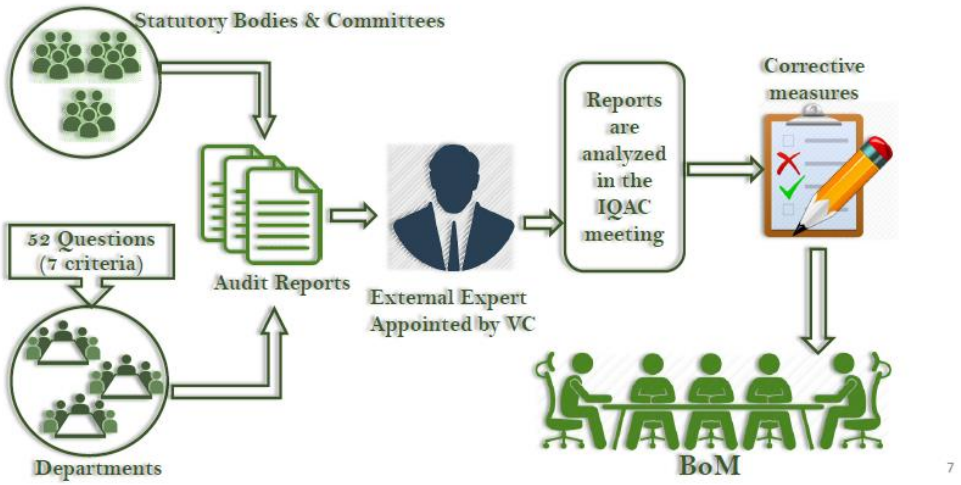

Monitoring

- Suggestions by External Experts are given and necessary action is taken based on the report.

5. Strategies for Faculty attraction and Retention

- To attract adequate experienced / research focused faculty from premier institutes
- Healthy remuneration system and processes/policies
- Developing employee engagement, performance-based rewards and recognition policies, Faculty quality uniformly at par with emerging market needs
- Enhancement of Faculty development initiatives with full reimbursement.

6.Strategies for Admissions, Marketing & Branding

- Enhancing the quality of admissions by increasing the demand ratio
- To tap clear positioning with the University being perceived as academically rigorous
- Define a unique positioningof the VISTAS Brand
- Undertake branding and Public Relations activities
- Overcome Excessive reliance on offline modes of marketing and enhance No Paper Format for admission and Marketing

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- Altered customer acquisition strategy, with shift in focus to digital marketing
- High engagement in social media and to Create more engaging content
- To increase traffic in the website and social media
- To Focus on digital marketing and Publicity with a social concern rather than paid advertisement.

7. StudentsEmployability Strategy

- To increase Pass rate among final year students by triggering the remedial and Tutorial classes and by buddy group learning.
- Improve graduation outcome % and students eligible for placementsand to groom Entrepreneurs
- Improve median salary by attracting more recruiters and by providing aggressive Placement training for Professional programs
- Improve the employability of students with more skill-based learning

8.Strategies for Academic Improvement

- Curriculum/content/pedagogy to be much more aligned to industry trends during the development of the content by Board of studies and approval from Academic council.

- Introduction of new courses (industry aligned/ interdisciplinary/ emerging technology)

- Optimization of programme portfolio

9.Governance and Organization Structure Strategies

- Strategic functions such as HR, Collaborations, Alumni Relations, etc. are strengthening by appointment of CHRO to enhance E-HRM, Strategic Head for market positioning and Alumni Chapters to be inducted across the globe

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- Establish offices for key strategic functions to cater to diversified group of stakeholders.
- More representation from industry and reputed academic institutions in the Board
- Setting up Advisory Boards with much more eminent corporate executives and academicians

10. StrategicCollaborations

- More collaborationswith foreignuniversities for all disciplines
- Office of Collaborations to track the outcome of each collaboration
- Stimulate industry collaborations
- Industry Interaction Cell to function in a full-fledged manner

11. Infrastructure

- Lab and research infrastructure will be improved at par with International standards
- Digital infrastructure will be upgraded
- Enhancing digital infrastructure such as ERP and LMS with more features is in progress, The HRIS is created for the Data as repository to reframe the HR Policies and practices and for decentralization of all activities like purchase, Evaluation and day to day monitoring.

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