



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

INSTITUTION WITH UGC 12B STATUS

Marching Beyond 30 Years Successfully

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STRATEGIC PLAN 2018 - 2037





Institutional Strategic Plan

VISTAS plans strategically based on the feedback from different stakeholders. After the NAAC visit in 2019, few strategic areas were taken to improve the quality. They are as follows :-

a) Perspective Plan of VISTAS 2018-2037

- Teaching & Learning
 - Effective implementation of OBE- Outcome Based Education across all Departments
 - To offer programs in Tamil
 - Dual Major Program
 - Mandatory internship
 - All the students and faculty should get certified in MOOC courses and other Online courses every semester.
- Research & Development
 - Research grants from
 - International agencies - Rs50 crore
 - Govt - Rs150crore
 - Private - Rs100crore
 - Vels Seed grant - Rs 30crore
 - To publish
 - 7000 articles in high Impact Factor Journals (Q1 and Q2)
 - 20000 articles in Scopus
 - Consultancy to the tune of Rs100 crores
 - To commercialize 100 products
 - Establish 10 Center of Excellence of International standard.
 - To have 1000 Functional MoU
- Infrastructure Development
 - New Buildings with state of art facilities
 - Additional Hostel Facility for Students
 - Additional Faculty quarters
 - Full Fledged Data Centre
 - To develop in house ERP

- Accreditation and Ranking
 - NAAC A++ Grade
 - Rank within 50 in NIRF
 - Rank within 5 in ATAL Ranking
 - NBA Accreditation for all the Programmes
 - ISO Certification for all eligible units

The **Figure 10.1** depicts the Perspective Plan of VISTAS between 2018-2037.



Fig.10.1 – Perspective Plan of VISTAS

Strategic Plan

1. Strategy to improve Publications and quality of Publication

Context

- The number of articles published in Scopus indexed journals for the year of 2016 was 280 and in 2023 is 711

2016	2017	2018	2019	2020	2021	2022	2023
280	496	698	724	578	486	668	711

- Current h-index is 60
- Current citation count is 20510

Target for 2027

- To gradually improve the publications in Scopus so that by 2027, two articles per faculty (~1800 articles) target would be achieved.
- To increase the h-index of the VISTAS to 150
- To have atleast 40000 citations

Implementation Strategies

- It was instructed that all Professors & Associate Professors have to publish minimum 4 articles in Scopus indexed journals and for Assistant Professors it was instructed as 2 per faculty
- All faculty members who publish articles in Web of Science and Scopus indexed journals are provided with incentives. A policy document for the same has been fixed (Annexure – I)
- The faculty with maximum publications and maximum citation count are awarded during teachers day
- To create a repository (D-Space) of the publications within VISTAS so that inter disciplinary research would be encouraged
- The newly recruited faculty members should have contributed significantly in high quality research

Monitoring

- Monthly reports are collected from all departments and given to Registrar
- Faculty Appraisal is conducted every year

2 Strategy to improve Projects and Patents

Context

Currently, VISTAS has research projects from external agencies worth Rs 4.01 crores, consultancy projects worth 2.82 Crores and 380 patents have been published and 98 has been awarded

Targets for 2027

Patents to be Published	750
Patents to be Awarded	200
Income through Consultancy	Rs. 10 crore
Research Projects	20 crore 50 Projects

Implementation strategies

Providing Vels Seed grants

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

Map the skillset of faculty members with Industry demands

1. Identify the expertise of individual faculty members
2. Encourage them to identify Industry demands and collaborate accordingly

Monitoring

- VC would be the Chairman of the team monitoring the projects which are granted Vels Seed grant

3. To improve the quantity & quality of Ph.D Scholars

Context

- As on date 589 PhD scholars have been awarded degrees
- Percentage of faculty with PhD is 52%

Targets for 2027

- To have 1000 PhDs awarded
- Percentage of faculty with PhD to be brought to 80%

Implementation strategies

- Recruitment of quality 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
- The Vels Research Fellowship has been increased from Rs. 7,500/- to Rs 20,000/ per month for full time scholars
- Providing incentives for publications
- Turnitin license is renewed 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
- The selection committee will ensure that preference in recruitment is given to faculty who has credible profile. Higher salary may be provided to deserving candidates

4. Strategic Plan to improve Teaching Learning Process

Context

- Currently, 50% of the classrooms have been made as smart classrooms
- Few of the faculty members take courses offered by Swayam / NPTEL
- Common FDP is conducted once a year for all the faculty members to enhance Teaching Learning

Targets for 2027

- All the classrooms to be made as smart class rooms
- All the Departments to have a Audio Video Lecture Capturing System
- All the faculty members to get equipped by taking Swayam / NPTEL courses
- To make the in house Learning Management System more versatile

Implementation

- On a phased manner all the necessary digital infrastructure would be provided
- FDP on pedagogy will be conducted at the beginning of a year for all the faculty members
- The faculty members who pass in NPTEL / Swayam would be provided an incentive immediately
- The course file and all necessary documents would be implemented in Moodle and the same would be linked with ERP

Monitoring

- Dean Campus Development will ensure that all the infrastructure are updated on a phased manner
- The course file developed by faculty is frequently checked and faculty are motivated to effectively use the ICT Facility
- MOODLE lecture portal of Individual faculty is reviewed periodically and necessary action is initiated

5. Strategic Plan towards Continuous improvement

Implementation

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



Monitoring

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

6) Strategic Plan towards Students Support

Context

- The number of students graduating on time is 80%
- The placement provided is 70%, higher studies is 10%

Targets for 2027

- To bring the students graduating on time to 95%
- To work out strategies to increase the median salary, give training for competitive exams and entrepreneurship

Implementation

- Classes for GATE, IAS & other such competitive exams to be conducted in association with leaders in that domain
- To regularly Conduct Entrepreneur training programs with Mahatma Gandhi National Council for rural Education, DHE, MoE, GoI
- Motivating the students through Interactions with Alumni
- To strengthen the counselling services

Monitoring

- Constantly monitoring the impact of various activities

7. Strategic Collaborations

Targets for 2027

- To make all the MoUs active
- To run atleast 10 twinning / dual / joint programs with foreign Universities

Implementation

- The 250+ MoU's which has been signed would be mapped with the activities that is carried out by the Department concerned
- To get the database of foreign Institutions who would be interested to run twinning / dual / joint programs with VISTAS and follow up on the same.

Monitoring

- The Director's Collaboration and the Office of the International Collaborations to track the outcome of each collaboration
- Industry Interaction Cell to function in a full-fledged manner which would stimulate industry collaborations

8. Adoption of villages and total intervention

Context

VISTAS has adopted ten villages and has worked towards its upliftment in some areas

Targets for 2027

To intervene in a holistic manner in all aspects namely: health care, legal aid, computer literacy, adult education, agriculture, banking

Implementation

The Departments of Pharmacy, Law, Computer Science, Education, Agriculture, Business Administration to intervene towards a holistic development

Monitoring

The Departments would provide a detailed report on their level of intervention and the impact it has created to the Registrar

Once a semester a review with the Panchayat heads would be conducted

9. 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.

10.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 positioning of 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
- 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.

11.Students Employability 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 placements and 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

12.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

13.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
- 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

14. 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.

Strategic Plan for 2022-2027

S.No.	Parameter	In 2023-24	Projection for 2027
1	% of faculty with Ph.D	49%	80%
2	PhDs Awarded	847	1500
3	Number of Publications in Scopus	4946	8000
4	h-index in Scopus	48	150
5	Citation Count in Scopus	17145	40000
6	Seminars / Conferences / Workshops / FDP attended by the faculty members	17916	25000
7	Number of active MoUs <ul style="list-style-type: none"> • National • International 	250 41	450 75
8	Patents Published	380	750
9	Patents Awarded	98	200
10	Income through Consultancy	2.82 Crores	Rs.6 Crores
11	Research Projects – Ongoing	6.34 Crores 26 Projects	20 crore 50 Projects
12	NAAC	A	A++

S.No.	Parameter	In 2023-24	Projection for 2027
13	NIRF Ranking for Pharmacy	52	Top 20
	NIRF Ranking for Engineering	Band 101-150	Top 100
	NIRF Ranking for University	Rank Band 101-150	Top 100
14	Innovation Ranking	Rank Band 51-100	Top 10
15	NBA Accreditation	11 Programmes	All eligible programmes
16	Number of Companies in the Incubation Centre	10	20
17	Smart Classroom	80%	100%
18	No. of Computers	2800	4000
19	Centre of Excellence	18	32
20	Adoption of Villages	5	10 (Complete Intervention)
21	Placement	70%	90%