



Established Under Gujarat Private Universities Act No. 9 of 2016

# MARWADI UNIVERSITY

## STRATEGIC PLAN 2017-2022

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MARWADI UNIVERSITY

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## About Marwadi University

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The Marwadi Education Foundation's Group of Institutions (MEFGI) was established as a significant organ of the Marwadi Education Foundation in 2008 under the provisions of the Bombay Public Trust Act of 1950.

The Marwadi Education Foundation is marketed by Marwadi Shares and Finance Limited (MSFL), a significant stock brokerage company in India, and Chandarana Intermediaries Brokers Pvt. Ltd. (CIBPL), a top corporation engaged in technical and arbitrage trading in the Indian Stock Markets.

MEFGI was founded in 2009 and offered three program: engineering, MBA, and MCA. The organization has grown ever since from 22 faculty members and 288 students in 2010 to a strength of 5000+ students in 2017.

Marwadi University was established by the Gujarat Private Universities Act 9 of 2016 on 9th May 2016. In light of the shifting paradigm in higher education, an evaluation of the current system will assist in creating a road plan and reveal the University's strengths. Despite being a relatively new institution, Marwadi University boasts a long list of accomplishments. Since its inception, the university has adhered to the values of continuous learning, compassion, flexibility, diversity, autonomy, and respect. It has expanded tremendously in terms of students enrolled, degree program offered, disciplines of studies housed therein, and teaching and administrative staff.

## Marwadi University at Glance

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### Faculty at the Marwadi University

Institutes	Year of Inception
Faculty of Engineering and Technology	2016
Faculty of Management Studies	2016
Faculty of Computer Applications	2016
Faculty of Architecture	2016
Faculty of Technology	2016
Faculty of PG Studies	2016
Faculty of Science	2016
Faculty of Diploma Studies	2017





## **Vision and Mission of the University**

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In light of modern changes, the changing needs of society, and the challenges and opportunities that come with new technologies, there are some areas where the University requires to try new things to keep up with the needs of today's students and become a world-class institution of higher education and research.

Nature & Wisdom are Never at Strife  
Nature is Supreme - Learn from nature

### **VISION**

Our vision is to address challenges facing our society and planet through sterile education that builds capacity of our students and empower them through their innovative thinking practice and character building that will ultimately manifest to boost creativity and responsibility utilizing the limited natural resources to meet with the challenges of the 21st century.

### **MISSION**

- To produce creative, responsible and informed professionals
- To produce individuals who are digital-age literates, inventive thinkers, effective communicators and highly productive.
- To deliver cost-effective quality education
- To offer world-class, cross-disciplinary education in strategic sectors of economy through well devised and synchronized delivery structure and system, designed to tackle the creative intelligence and enhance the productivity of individuals.
- To provide a conducive environment that enables and promotes individuals to creatively interact, coordinate, disseminate and examine change, opinion as well as concept that will enable students to experience higher level of learning acquired through ceaseless effort that leads to the development of character, confidence, values and technical skills.

### **PRACTICED VALUES**

- Concern for Character
- Concern for Knowledge
- Concern for Practice
- Concern for Academic Excellence
- Concern to be creatives
- Respect for the individual
- Concern for the Society
- Transparency in action





## Awards & Recognitions

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1. Business Barons Magazine: Business Barons Magazine published an extensive article on Mr. Ketan Marwadi, Chairman, MEFGI in its June 2011 issue. He is constantly appearing in local and national newspapers and TV channels discussing innovative practices and concepts in the education space and business.
2. Edupreneur of the Year Award: Chairman of MEFGI, Shri Ketan H. Marwadi has been recognized for his valuable contributions to the engineering education in India by "Engineering Watch" magazine which exclusively covers the engineering educational institutions in India.
3. Education Leader of the Year Award 2013: Marwadi Education Foundation's Group of Institutions was awarded "Education Leader of the Year" for the outstanding contributions to the industry. The award was instituted by Time Research Pvt. Ltd., a leading market research company and Zee Business was the TV Partner. On behalf of our Chairman Shri Ketanbhai Marwadi, the award was received by Shri Jeet Ketanbhai Marwadi and Shri C.D. Jadeja, Executive Registrar on 26th July 2013 at a function held at The Ashok, New Delhi. The award was handed over by Shri Subodhkant Sahai, Member of Parliament and former Minister of Tourism, Government of India and Shri Maninderjeet Singh Bitta, Chairman, Antiterrorist Front.
4. Udyog Rattan Award 2014 & Excellence Award: Marwadi Education Foundation's Group of Institutions received "Excellence Award" and its Chairman Shri Ketan H. Marwadi conferred "Udyog Rattan Award" by the Institute of Economic Studies, New Delhi. Hon'ble Union Minister for IT and Communications, Shri Kapil Sibal was the Chief Guest of the Function and the award was presented by Mr. B.P. Singh, Former Governor of Sikkim, Dr. Bhisim Narainsingh, Former Governor of Karnataka and Lt. General (Retd.) Nirbhay Sharma, Governor of Arunachal Pradesh. The award was conferred to Chairman, MEFGI for its achievements and progress in the field of professional education and contributions to the region.
5. National Excellence Awards 2014 by ASSOCHAM: Marwadi Education Foundation's Group of Institutions received the prestigious "National Education Excellence Award 2014" by ASSOCHAM for Best Institute in use of Technology in Teaching-Learning Practice. Padma Vibhushan Dr. Karan Singh presented the award to Shri Nishit Chandarana and Shri Amish Chandarana at a glittering function held on February 19, 2014 at Shangri-La's - Eros Hotel, New Delhi.
6. Marwadi awarded the prestigious India Education Excellence Awards 2014: Marwadi Education Foundation's Group of institutions (MEFGI), Rajkot has been conferred India Education Excellence Awards 2014 under the category "Best Engineering Institute with Academic Excellence in Gujarat" for the second consecutive year. The award was instituted by Worldwide Achievers, a leading market research company in India





with Media Partner: Headlines Today in association with CGMID (Consortium for General Management and Institute Development) to felicitate India's Leading Private/ Government educational institutions that have displayed exemplary excellence as education providers to the young generation of India. The event was held at Hotel The Oberoi in New Delhi on 14th April 2014 where Shri Dr. Shashi Tharoor, Minister of State for Human Resource Development, Shri Maninderjeet Singh Bitta, Chairman, Anti-Terrorist Front & Shri Rameshwar Prasad Chaurasia, National Secretary-BJP.

7. The award is in recognition to institute's contribution to professional education in the state of Gujarat.
8. Best Engineering College with Excellent Industry Interface in Gujarat-2015: MEFGI was awarded "Best Engineering College with Excellent Industry Interface in Gujarat" by Worldwide Achievers – a prominent market research firm in New Delhi with media partners Headlines Today and Mail Today. Award was presented by Mr. Deepak Kumar Kedia IPS, Director, Ministry of Home Affairs, Mr. Maninderjeet Singh Bitta, Chairman, Antiterrorist Front and Mr. Abhinav Bindra, Olympics Gold Medalist on 25th March 2015 at Ashoka Hotel, New Delhi.
9. Campus Preparedness Award 2015: MEFGI has received Campus Preparedness Award 2015 in recognition of meeting out the goals & challenges of institutional advancement amidst emerging global trends in higher education. The award was instituted by Campus Management in association with Engineering Watch magazine and presented to Dr. Yogesh P. Kosta, Director – Technical Campus at Higher Education Forum held on 31st March 2015 in Pune.

## **Strength and Weakness**

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### **Strength**

- 1 Strong vision, mission and commitment of management for overall development
- 2 Young university with dedicated faculties as well as administration support
- 3 Well qualified faculties for providing good teaching and learning experience
- 4 Focused on three tier teaching-learning philosophy for overall development of students
- 5 Dedicated learning and development facilities focused on imparting professional skills
- 6 State of art infrastructure with beautiful landscape
- 7 Learning and Development facilities for students and faculty members
- 8 Excellent recognition at regional level

### **Weaknesses**

- 1 Limited geographic diversity of students
- 2 Limited recognition at national level as well as global level
- 3 Challenges in enticing and retaining diversified faculties





- 4 Focused on providing employability related opportunities for students
- 5 Reasonable contribution at creativity, research and innovation front
- 6 Students with limited intellectual level
- 7 Reasonable industrial-interaction
- 8 Weak alumni engagement

## **Objectives of the University**

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The objectives of the University are as follows: To create, organize, preserve and disseminate knowledge in the fields of science, technology, humanities, social sciences, education management, commerce, law, pharmacy, healthcare and any other field for the advancement of mankind in particular and other objects of the Universities shall be as per followings.

- (a) to provide for instruction, teaching and training in the University in the field of higher education and make provisions for research, advancement and dissemination of knowledge;
- (b) to establish, maintain and manage institutions and centres of excellence, to create, organize, preserve and disseminate knowledge in the fields of sciences, technology, humanities, social sciences, education, management, commerce, law, pharmacy, healthcare, and any other field and to provide research higher education, professional education, distance learning and e-learning facilities of high order, as per their current status or as they may develop in future;
- (c) to develop infrastructure for research, higher education, professional education, teaching, training, extension and outreach, including continuing education, distance learning and e-learning, to create capabilities for upgrading infrastructure to global standards;
- (d) to offer the academic programmes of the University through distance education, online education, correspondence and any other mode, matching with the environmental developments such as technology need, after obtaining appropriate approvals from the regulatory bodies;
- (e) to set up off-campus centres, study centres and examination centres within the State, subject to the permission of the regulatory bodies under any law made by the Parliament and any regulation, rules, etc. made by the regulating bodies;
- (f) to create higher levels of intellectual abilities;
- (g) to establish state of the art facilities for education and training;
- (h) to carry out teaching and research and offer continuing education programmes;
- (i) to create centres of excellence for research and development and for sharing knowledge and its application;
- (j) to provide consultancy to the industry and public organisations;
- (k) to establish main campus or infrastructure in the State of Gujarat necessary for the furtherance of its objects;





- (l) to enhance capabilities of examination centre to cater need of various exams at regional level
- (m) to confer degrees, diplomas, grant certificates and other academic distinctions on the basis of examination or any other method of evaluation subject to the guidelines of the UGC;
- (n) to develop training facilities in the field of higher education;
- (o) to provide for arrangement for national and global participation in the field of higher education;
- (p) to develop education programmes for certificates, diplomas, degrees and post-graduates courses, doctorate degrees and post-doctoral programmes and to maintain a high standard of education, to collaborate with national and global institutions, to offer programmes and to create capabilities for upgrading programmes to the global standards subject to the guidelines of the UGC;
- (q) to ensure that the standard of the degrees, diplomas, certificates and other academic distinctions are not lower than those laid down by AICTE, NCTE, UGC, MCI and Pharmacy Council, and any other similar agency established by the Central Government for regulating the standard education;
- (r) to establish close linkage with the industry, business, educational institutions and other sections of the society to make teaching, research, training, documentation, publication, use of various media and outreach activities at the University relevant to the needs of the University and society, at national and international level;
- (s) to pursue any other objectives as may be approved by the State Government:

## **Strategic Plan**

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Strategic plan is an important tool for a university to converge its focus for fulfilling various objectives and in turn helps in achieving overall mission as well as vision of university.

- Strategic planning is necessary to determine the direction of the University. It focuses on efforts and ensures that all individuals from the university works towards a common goal.
- It provides a framework for effectiveness and sense of direction
- is useful for guiding day-to-day actions
- helps in evaluating progress and changing approaches when moving forward

Marwadi University in its birth year aims to position itself as a leader in quality education by year 2021. Overall strategy to build the capacity of university for initiation of multidisciplinary programs at university, promotion of geographic diversity at campus through internationalization, preparation and participation for getting accreditation and recognition, establishment of various industrial supported labs for skill enhancement, inception of specific centers for promoting innovation and entrepreneurship at university level.





1. **Initiation of multidisciplinary programs at University:** At present, Marwadi University offers program in Engineering, Management, Computer Applications and Sciences. It is important to have more courses on campus to promote multidisciplinary as well as interdisciplinary environment that will also help in promoting multidisciplinary research projects. University aims to add more programs in health science, agriculture, education, Law and Hotel management. A strategy is to include atleast one program every year till next five years that is focused on various domain mentioned above

2. **Internationalization to promote geographic diversity at campus:** Marwadi Education Foundation Group of Institutes (MEFGI) has grown very well since its inception, and has created a benchmark at region level. However, it is also observed that many of students from the region prefer to an get exposure of other university at national level as well as international level. Key reasons are nonavailability of geographic diversity available at region as well as lack in implementation of national as well as global level content for teaching & learning at region level. It is indented to promote geographic diversity at campus as well as implementation of content competitive with global level in teaching and learning.

It is equally important to have diversity among faculty members at the University as diversity will bring peer learning, competitiveness and improve communication and confidence of students coming from Saurashtra region. Marwadi University is committed to enhance diversity in faculty community too.

3. **Preparation for Accreditation and Other recognition:** It is essential to get recognition at national as well as global level by participating various accreditation as well as recognition program. Marwadi university is committed to create a benchmark for its various activities by participating in various accreditation program available at national level (e.g., NAAC, NBA). This will also help in getting feedback on existing approach of development, and will provide an opportunity to learn best practices adopted at national level as well as global level.

4. **Participation in Ranking at various level:** Marwadi University always believes in overall development, and willing to create strong recognition at various level. University will participate in various ranking platforms to evaluate its performance in comparison with best institutes at regional as well as national level.

5. Apply to UGC for the U/S 2 (f) status and for SIRO, GOI recognition to enhance the research focus.





6. **Establishment of industry supported laboratories:** To cater the need of industries especially in the domain of skill enhancement to enrich employability of students. Marwadi university has already established few industrial supported laboratories including Bosch Rexroth Center of Excellence to enhance skills related to domain of automation. University is also committed to established other laboratories in this direction that will help in bridging the gap between industries and academia.
7. **Improvement in employability:** University has created very good placement office with state-of-the-art infrastructure for organizing campus placement, GD and PI. It is important to create job opportunity by way of campus placements. At present, 60 companies are coming to campus for offering placement, it is aimed to increase this number to offer more opportunity to students.
8. **Innovation and Entrepreneurship Cell:** Marwadi university has incepted innovation and entrepreneurship cell to promote creativity, innovation and entrepreneurship related activities. It is intended to establish strong ecosystem to promote creativity, and innovation related activities among students as well as faculties. It is also intended to establish dedicated family business related ecosystem as many of students representing family business communities. University also works in getting collaboration with various government as well as nongovernment agencies to get support for development innovation as well as family business related ecosystem at university level.
9. **Academic Excellence:** University develops and implements a comprehensive faculty development program that focuses on improving teaching quality, enhancing research skills, and promoting innovative pedagogy as well as foster interdisciplinary research and teaching by promoting collaboration and sharing of knowledge and resources across departments and faculties and Enhances the use of technology in teaching and learning by providing state-of-the-art infrastructure and resources, promoting blended and online learning, and integrating technology into the curriculum.
10. **Research and Innovation:** Establish research centers and institutes that focus on cutting-edge areas of research and innovation, such as artificial intelligence, data science, and renewable energy also Providing support for faculty research by offering funding, grants, and other resources, and by promoting collaboration and knowledge sharing and Promoting industry-academia collaboration by forging partnerships with leading companies and organizations, and by encouraging faculty and students to engage in research projects and internships.
11. **Student Success:** Develop and implement a comprehensive student support program that addresses the academic, personal, and professional needs of students, including mentoring, counseling, and career development. To Promote experiential learning and hands-on





training by offering internships, field trips, and project-based learning opportunities, and by integrating real-world experiences into the curriculum as well as foster a culture of innovation and entrepreneurship by providing support for student-led startups and entrepreneurship initiatives, and by promoting innovation and creativity across all disciplines.

12. **Community Engagement:** Forge partnerships with local and regional organizations, including NGOs, government agencies, and industry bodies, to address social, economic, and cultural issues in the community. Developing and implementing outreach programs that promote education, health, and environmental sustainability, and that engage with marginalized and underprivileged communities. Promote volunteerism and community service among students, faculty, and staff by offering opportunities for service-learning, volunteering, and civic engagement.
13. **Global Citizenship:** Develop and implement internationalization initiatives that promote intercultural exchange, collaboration, and dialogue, and that expose students to diverse cultures and perspectives. Forge partnerships with leading universities and institutions around the world.

## Implementation of Strategic Plan

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In the process of effective implementation of the strategic plan, it is important to evaluate the plan carefully and realistic milestones should be created to measure its effective implementation. Any challenging milestones in terms of requirement of high funds or manpower resources should be brought to the notice of the Governing board in terms of proposals by respective institutes. Each goal will be taken up by a team along with adequate resources and vision.

Monitoring of progress with a close watch on the collective efforts and timelines will lead the team towards the accomplishments. At the same time, fine-tuning may be applied to the strategy, if required.

1. Initiation of multidisciplinary programs at university:  
In addition to the existing courses at the University, this requires adding several courses and following planning will be required.
  - Initiating new courses in the field of health science, agriculture, liberal studies, hotel management, advance courses in artificial intelligence, big data, , Law etc.
  - Capacity enhancement of academic infrastructure is required and new classroom building should be built to create spaces to accommodate new course.
  - Build peripheral support system: More number of courses will attract more number of students on campus as well as in the hostel. Existing accommodation





and food facilities need to be enhanced and additional peripheral facilities should be built to cater increment in students as well as faculties.

2. Internationalization:

- University should start dedicated International Relations office to attract international students to campus.
  - At present, 17 ICCR students are studying on campus and through this experience, University should design strategy to attract and cater to student from various countries.
  - Students from Nepal, Bangladesh, Srilanka and African countries are coming to Universities in Gujarat and a team of university officials should visit these countries to channelize efforts.
  - University should encourage faculty members to participate in international conferences and research incentives as well as policy to support faculty members for international travel should be prepared.
  - International mobility programs such as Erasmus+ with European Union should be explored.
  - Semester exchange and summer experience programs should be promoted with ease of credit transfer processes.
  - Sports complex: International students have inclination towards outdoor sports and improving sports facilities at the University along with appointment of a greater number of specialized coaches should be planned.
  - Modification in content has also been planned to address need of national as well as global level. Concepts related to project based learning, as well as best practice followed by reputed universities are also planned to adopt to enrich overall content for teaching and learning process.
3. Accreditation: Marwadi University will become eligible to apply for NAAC accreditation and for NBA accreditation in 2022 as the first two batches will graduate by that time. University should plan to apply for accreditation as soon as it becomes eligible.
4. Apply to UGC for the U/S 2 (f) status: University has received letter from UGC with reference to inclusion under section 2(f). University should apply as per the format given by UGC for the inspection of peer team and get the standards of academics verified by the peer team.
5. Develop industry supported laboratories: In addition to Bosch Rexroth Laboratory, University should plan to get funds from the industry to develop laboratories providing industry scale training. Various government schemes such as center of excellence should be explored to get funding for the project.
6. Ranking: University should apply for ranking. As Marwadi University is very young and will not have depth of research, alumni and perception among top employers and





academicians, it is planned to learn from the process and aim for top ranking once few batches graduate.

7. **Improve Diversity:** Marwadi University should have students from other states of India to see the diversity on campus. This will bring competitive and hardworking students on campus. Scholarships for deserving and meritorious students should be declared to attract students from other states as well as girls students.
8. **Enhance employability:** This requires dedicated training team and facility to provide industry standard training. Learning and Development Department will lead this initiative and have envisioned training and placement offices facilities at the front building. This infrastructure will attract more number of companies for campus placement creating more number of opportunity.
9. **Innovation and Entrepreneurship Cell:** It is planned to seek support from various agencies for establishment of dedicated center to promote creativity, innovation and family business related ecosystem. It is planned to appoint dedicated manpower to cater these special needs.

Strategic Plan should be reviewed annually and its priority areas should be brought to the notice of the Governing body for realigning it planning with the goals.

  
Registrar  
Marwadi University