

## **STRATEGIC PLAN (2014-2019)**

Deen Dayal Upadhyaya Gorakhpur University, established in 1957 by the Uttar Pradesh State Universities Act, in its long eventful journey has constantly upgrading by assimilating diverse ideas, people and beliefs into its academic life. As a **residential-cum-affiliating State University** it can boast of a rich academic legacy, illustrious alumni, experienced, qualified and dedicated faculty members, transparent, effective and responsive administrative set up, state-of-the art library, Wi-Fi campus, ample career growth opportunities for its students, advanced research facilities and a vibrant and safe campus. With its cherished goal of nourishing creative talent and scientific temper among its students and sensitizing them to larger socio-economic and political realities, the University aspires to contribute meaningfully to regional and national development.

### **VISION**

To be an institution of academic excellence, generate knowledge through research by integrating local wisdom with global expertise, nurture talent and promote intellectual growth in keeping with the University motto of “आ नो भद्राः क्रतवो यन्तु विश्वतः” (Let noble thoughts come to me from all directions) and serve humanity with a commitment towards social, economic, cultural and spiritual development of society and the nation.

### **MISSION**

1. To provide the students with an academically congenial and safe environment conducive to their holistic development.
2. To achieve and ensure intellectual excellence through effective teaching, latest research and relevant co-curricular activities.
3. To equip the students with academic and professional skills, ethical values and leadership qualities to enable them to contribute towards social, regional and national development.
4. To sensitize the University fraternity to the needs of the region through knowledge-transfer and outreach programmes.
5. To strive towards the optimum use of available resources in making the campus sustainable, clean, green and eco-friendly.
6. To promote the principles of social, cultural and religious co-existence among the students, faculty members, administrative officers and ministerial staff of the University.

## Core Values

- **Academic Excellence:** The University constantly endeavors to achieve the highest standard of excellence in research, teaching and learning across disciplines.
- **Intellectual Growth:** The University aspires to encourage the growth of the intellect by continual scholarship, debate, discussion and innovation.
- **Commitment towards Holistic Development:** The University is committed to the social, economic, cultural and spiritual development of its students and faculty members by fostering in them a sense of social responsibility.
- **Accountability:** The University is committed to promote accountability among its stakeholders by nurturing transparency, respect and tolerance.
- **Environmental Awareness and Sustainability:** The University actively promotes environmental consciousness among its members by adopting environmentally sustainable practices.
- **Service to the Nation:** The University is committed to national development by cultivating the virtues of social inclusiveness, communal harmony, national integration, economic development.

### **Strategic Plan**

It is a prerequisite to have strategic plan to enhance the holistic development of the University and become a leading centre contributing to the intellectual, social, cultural and economic development as per the vision and mission.

#### **1. Academic Excellence**

Substantial efforts have to be made to achieve academic excellence and accordingly strategic initiatives and targets needs to be defined. This could provide intellectually inspiring and conducive environment for the growth of the faculty members and producing graduates of distinction contributing to the growth of the nation. In the last five years the University has re-designed and implemented 79 programs and 1385 courses in 29 departments with the larger goal of making our students academically sound, competitive and employable. The CBCS has been implemented at the PG level in all departments to offer academic flexibility in terms of choice of courses and span of completing the programme.

#### **Strategic Initiatives**

- Adopting student-centric methods for enhancing learning experiences.
- The use of technological tools like ICT, e-learning resources as integral feature of the University's teaching and learning process.

- As per the latest requirements the University follows a Code of Ethics to check malpractices and plagiarism in research. Every PhD thesis undergoes a plagiarism check through the URKUND software before it is submitted for evaluation.
- A number of MOUs have been signed with other institutions for promoting collaborative research.
- The University also provides consultancy services because of its expertise in fields like Life Sciences, Psychology and Management Studies.
- Strengthening career guidance and placement opportunity for students.

### **Targets**

- Need to develop more professional and vocational courses providing opportunity for employments to the students.
- Promoting and inculcating innovative, entrepreneurial and critical thinking ability among students to achieve self sufficiency and independency.
- Creating awareness about the plagiarism, research and professional ethics.
- To fill the vacant teaching positions by experienced, qualified and research - oriented faculty members lowering the faculty-student ratio.

## **2. Developing State-of-the-art technologies for promoting high quality research**

Pursuing and undertaking Research activity is the backbone of any HEI and Deen Dayal Upadhyaya Gorakhpur University has a robust and successful track record in research and extension activities. It follows a well-defined policy for promoting research. Quite a few faculty members have been proud recipients of international fellowships for advanced studies in the last five years. Moreover, the number of JRFs and SRFs has steadily risen in the last five years and a few Post-Doctoral Fellows and Research Associates are enrolled in some of the departments of the University. Most of the Departments are enriched with several sophisticated instruments to carry out research of global significance. Department of Physics has several state-of-the-art facility like Automated Weather Station (AWS) to monitor continuously five weather parameters namely temperature, humidity, wind direction, wind speed and rainfall; Aethelometer associated with quantifying black carbon aerosols in the atmosphere; Multiwavelength radiometer (MWR) provided by ISRO for monitoring aerosol optical depth in 10 different wavelengths; vaccum coating unit for preparation of thin films by flash evaporation technique useful in material and nano-material research.

### **Strategic Initiatives**

- Upgrading the present infrastructural and research facilities as per the recent developments in different disciplines and also based on the expertise available.

- Creating environment for collaborative research by encouraging institution to sign MOU with University/Institute of repute both at national and international level.
- Promoting lab research accessible to the users similar to the lab to land concept applicable to agriculture sector.
- Creating awareness about intellectual property right (IPR) issues among faculty members and research scholars for commercial purpose.
- Initiatives for promoting academia-industry collaborations.

### **Targets**

- Faculty members are encouraged to write for Research grants from different funding agencies to strengthen the research activities of respective department. Our newly recruited faculty members have almost created record by receiving as many as 22 start-up grants from UGC in the last one year. Two departments – Mathematics and Chemistry – have been recognized as Centres of Excellence (COE) by the government of Uttar Pradesh.
- A number of MOUs have been signed with Institutions/ Universities of repute for promoting collaborative research in the recent years.
- An IPR cell has been established in the University by financial support by Council of Science and Technology, Uttar Pradesh and efforts are being made to finalize the IPR policy to encourage faculty members and research scholars to do high quality research with possible commercialization.
- Creating a new central instrumentation facility as per the demands of different departments under faculty of sciences and strengthening it by procuring sophisticated instruments to carry out high quality research.
- Promoting faculty members to publish research in high quality journals listed in Scopus, Elsevier, Thomson Reuters, Web of Science and others with high impact factor to enhance the citations.

### **3. Promoting Extension Activities**

The University is well aware of its responsibility towards the society, especially the weaker sections and makes its meaningful presence felt through the extension activities that go hand in hand with academics. The University is committed to achieve this aim by way of various schemes and programmes introduced and implemented by different departments and centers/units of the University. The University encourages the engagement of students, faculty, and staff in the vicinity for their holistic development and community service.

#### **Strategic Initiatives**

- Upliftment of Villages through Adoption Programme
- The University organizes events for raising consciousness about national identity, Fundamental Rights and Duties and other constitutional obligations through various units like the NSS, NCC, Rovers Rangers.

- It also observes birth and death anniversaries of Mahatma Gandhi, Lal Bahadur Shastri, Baba Saheb Ambedkar, Swami Vivekananda and a host of other great Indian personalities to inspire students to emulate their ideals in their lives.
- Free legal-aid clinics and legal camps are organized by the Department of Law in neighbourhood villages at regular intervals.
- Blood donation camps and other activities like survey of government - run programmes and its benefits for the weaker sections are carried out by the volunteers of NCC/NSS.
- Social service and awareness about environmental issues, Nasha mukti, water conservation, Beti Bachao Beti Padhao, Plantation drives, Swachh Bharat Abhiyan, human rights, traffic rules and flood relief work by volunteers of NSS are a regular feature.
- Farmer training for sustainable agricultural practices.

### **Targets**

- Efforts have been made to work for the upliftment of a five villages in the vicinity of Gorakhpur that are considered backward in terms of socio-economic development. The University, as part of its outreach programme, has taken up the responsibility of not only sensitizing the people of the villages about various governmental and non-governmental schemes but also of providing basic facilities to the people from its own resources by adopting them. Under the aegis of the “Unnat Bharat Yojna” the University, with the help of experts, have identified five villages namely, Kakrakhori, Jungle Akhlesh Kunwar, Balapar, Sarhari, Jungle Kaudia and Baijnathpur, that are placed low in development ladder so as to understand the problems like basic education, employment opportunity, cleanliness and hygiene, waste management etc. faced by the people of these villages. In order to address these problems, the University has prepared a work plan and works accordingly whose highlights are as follow (i) Different units of the NSS of the University, after the class hours, organize awareness programs in areas of cleanliness, health, environment and education. (ii) Experts from the University explain the benefits of waste materials to the villagers by demonstrating waste management techniques. (iii) The University team of experts, NSS officers and volunteers explain in minute details the techniques and advantages of activities like poultry farming, fishery, cattle husbandry and vermi-compost to provide incentives for self-employment. (iv) The team of experts and volunteers encourage women to form self-help groups to run cottage industries on the principle of cooperation. (v) The team conducts meeting with various officers at the block and tehsil levels so that they take active interest in providing benefits to the villages under various

government schemes. (vi) Several teams of the NSS consisting of Officers and volunteers make the villagers aware of the importance of literacy and education and the use of technology in financial transactions like using BHIM App, digital banking etc.(vii) The University also plans to organize expert lectures about environmental sustainability and organic farming.

- Need specific activities related with health issues to address the prevalent problem of encephalitis in the nearby region.
- Expand the outreach programme like Gender sensitization, domestic violence, health awareness, environmental protection and promotion of cultural heritage.
- Encouraging faculty members to develop Massive Open Online Courses (MOOC) for students, promoting teacher training for colleges and addressing problems inherent to nearby rural areas.

#### **4. Creating congenial environment at workplace and promoting social inclusiveness**

The University, situated on the confluence of the philosophical and spiritual streams of Buddha, Kabir and Gorakshnath actively promotes education in human values, environmental sustainability, gender equity, national integration, communal harmony, social cohesion and inclusivity. Efforts are made to promote hassle free, stress free congenial environment by providing adequate facilities at the workplace.

##### **Strategic Initiatives**

- The Gorakhpur University Women's Welfare Association and a few other departments have conducted workshops and seminars related to gender equity, women's rights, feminism etc to sensitize students to issues related to women empowerment.
- The University's commitment to gender sensitivity is reflected in the facilities it provides like safety and security provisions in the campus and hostels, quick redressal of cases related to harassment etc.
- **Installation of CCTV and video surveillance system at important and significant areas like the library, evaluation centre, entrance gates of all major buildings, hostels and even class rooms.**
- The University has developed mechanisms to address issues of ragging and sexual harassment through its Anti-Ragging Cell, Internal Complaints Committee, SC/ST Cell and the office of the Chief Proctor.
- The University has a pool of welfare measures like Teachers' Welfare Fund, leaves, residential facilities, both for its teaching and non-teaching staff, Health Centre for the university fraternity, Health Insurance cover for the non-teaching staff, Convention Centre for organizing social ceremonies etc.

- Promoting environmental consciousness and sustainability in the University campus.

### **Targets**

- Need to expand activities by conducting regular seminars and workshops to sensitize students to issues related to women empowerment, gender equity, women's rights, feminism etc.
- Alternate Energy initiatives like use of solar energy and LED bulbs needs to be expanded. There is a need to develop mechanism for Solid, Liquid and E- waste management. The University has adopted a few Green Practices like banning single use plastic, plantation of trees, lawns in departments and developing of parks on the PPP model in both the academic and residential campuses.
- Providing campus housing facilities for faculty members and students and its regular maintenance and upgradation should be a priority.
- Need to develop student-friendly environment providing 24-hour support services system for the benefit of students residing in remote rural areas.

## **5. Promoting Good Governance**

The University is governed by the Acts, Statutes and Ordinances of the University keeping in mind its vision and mission. The University has adopted a decentralized and participative approach to its academic functioning where academic departments, faculties enjoy a large measure of autonomy in its decision making process. The functioning of the University is organized around a proper organizational structure consisting of teachers, officers and non-teaching staff. Various bodies, cells and committees established in accordance with the rules of the University take effective steps to redress various grievances of students, teachers and employees that arise from time to time. The hallmark of any institution is the degree of transparency it maintains in its working practices. DDU Gorakhpur University remains committed in its objective of maintaining excellence in academic standards and an effective administration.

### **Strategic Initiatives**

- Ensuring fair practices through maintaining transparency in its functioning.
- In all matters relating to finance the University gets both the internal and external audit done regularly.
- Proper records are maintained like the stock register, proper bills are furnished and utilization of financial resources is verified.
- Introduction of the online entrance exams for the Post Graduate Programmes and the Research Entrance Test (RET) ensuring transparency.
- To develop appropriate strategies for proper allocation of resources and addressing problems promptly and effectively.

