



॥ सिद्धिः भूषयते विद्याम् ॥

avantika
UNIVERSITY



avantika NEXT

2024-27

A Strategic Plan
to Shape our
Future



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Established in the year 2017, Avantika University Ujjain stood tall and strong defying all odds, shining, and soaring higher each day since its inception. As envisioned, Avantika remained true to its essence.

A University dedicated to providing education for the next generation, taking a nod of learnings from the Indian culture, the respected Founder, Prof. Vishwanath D. Karad, built Avantika University with the aim of providing the most inspiring learning environment that stresses all-round development of an individual. With the ultimate goal of building a better world for everyone.

Fueled by Art, Design, Innovation, Creativity, and Enterprise, we are pleased to introduce our strategy document AVANTIKA NEXT. This Strategic Plan is a blueprint of implementable measures that would guide us in achieving our goals. It focuses on upholding the highest academic and research standards, providing a rich experience for students and faculty, and creating a stronger foundation for the future to come.

After extensive discussions with a broad range of stakeholders, we have identified the four core objectives, Education, Research, Student experience, and Engagements. These are supported by three additional goals: encouraging people and culture, enhancing campus and services, and promoting sustainability.

The setting up of Avantika University ignited the resolve to transform the educational landscape in Madhya Pradesh. We are more than just educators. We shall become the mentors who pour hearts into each lesson and see beyond grades ensuring every dream becomes a reality and each struggle gets due recognition. The lobbies of Avantika are filled with stories of students who found their voices and passions. Let us together build a community that believes in their potential and strives to become better with each passing day. It is crucial that we cultivate a unified sense of purpose. With enormous developments in the education landscape, the future is about to change, we must gear ourselves with a bold set of objectives that will position us for success. Major changes have already happened, and the trend will continue to flourish in the years to come. We must adapt to meet the needs of the industry to provide students with the best experience. The back-to-back recognitions that Avantika University received from prominent organizations are a testament to our collective hard work. This strategic planning shall guide us to be at par with the emerging trends of the new educational concepts. It shall serve as our resolute to remain ahead of the times, every time.

Nitin Rane

Vice Chancellor

सृजन
Create

विवर्तन
Change

परिवर्तन
Transform

VISION

Avantika aims to nurture and cultivate young minds who will serve as enlightened citizens, bringing a positive change in the society.

Goals

- ▶ To earn NAAC accreditation.
- ▶ To be the best University in Central India.
- ▶ To feature in QS I-Gauge University Ratings.
- ▶ To achieve "Great Place to Work" certification.



Objectives

Academic Experience

1

Provide education with an industry relevant curriculum in alignment with the goals mentioned in National Education Policy 2020 coupled with project-based learning pedagogy thereby equipping the students with the knowledge, skills and requisites for success in life.

Student Experience

2

Provide the best student experience from entry to exit ensuring life long learning. Enrich the students in their professional journey through academics, co-curricular and extra-curricular activities.

Research Consultancy & Innovation

3

Nurture a robust ecosystem led by innovation and enterprise that enables faculty and students to participate in Research, Consultancy and Innovation.

Engagement & Collaboration

4

Create a distinct identity, increased awareness and impact of Avantika brand locally, nationally and globally through effective partnerships.

People & Culture

5

Develop a high-quality workforce that works together to achieve the organisational goals, promote a culture of belongingness and harmony.

Campus & Services

6

Foster an inspiring learning environment with state of the art physical & digital infrastructure to support stakeholders in their professional growth.

Sustainability

7

Embed a deliberate and responsible approach to our environment, resources and operations. Instil sustainability in practice.

Governance & Leadership

8

Ensure effective governance and support to all stakeholders through transparent and timely addressing of academic and other matters.

Quality Assurance

9

Ensure quality assurance in all operations. Improve the brand perception by participation in National & International rankings, ratings and accreditations.



30 UG PROGRAMS

21st CENTURY CURRICULUM

TEDx

IPR 100+
PER YEAR

26 PG PROGRAMS

80%
Student Satisfaction
Employee Satisfaction

YOUNG
DESIGNERS
LEAGUE

12 CENTERS OF EXCELLENCE

INDUSTRY
PROJECT 100%
PER YEAR

20 PhD SCHOLARS

MODEL UNITED NATION
CHAKRAVIEW

300+
RESEARCH EXCELLENCE

4000+
STUDENTS

1000+
INTAKE

SPARDHA
HUES

90+
iCONNECT
SESSIONS

values

#Create, Change, Transform

Freedom of Thinking

Integrity and Diligence

Social and Moral Responsibility

Collaboration over Competition

Academic Rigor and Excellence

Individuality, Diversity, and Universality

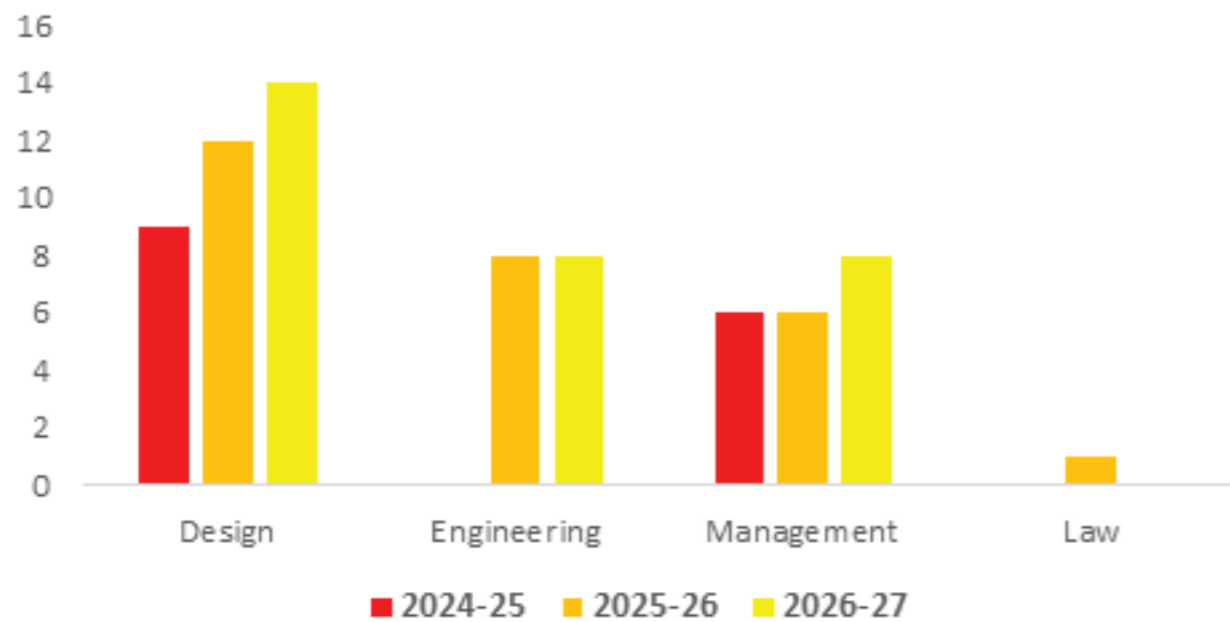


Academic Experience

UG PROGRAM SPECIALISATIONS (NUMBER OF)



PG PROGRAM SPECIALISATION (NUMBER OF)



Academic Experience:

KPI	2024-25	2025-26	2026-27
UG Program specializations (Cumulative No. of)			
Design	07	10	13
Engineering	06	07	08
Management	06	06	08
Law			01
Education		01	01
PG Program specializations (Cumulative No. of)			
Design	09	12	14
Engineering		08	08
Management	06	06	08
Law		01	
PhD Program (No. of)	03	04	04
Diploma			
Law		01	01
Certificate Courses			
Law		01	01
Joint/Twin/Dual Degree Programs			02
Industry Interface			
Adjunct Faculty (%)	20%	20%	20%
Guest Lectures (No of)	112	134	181
Industrial Visits (No of)	46	50	57
Skill enhancement initiatives (No of)	20	26	32
Curriculum Revision (%)	25%	30%	35%
Feedback CSAT (%)	80%	90%	90%

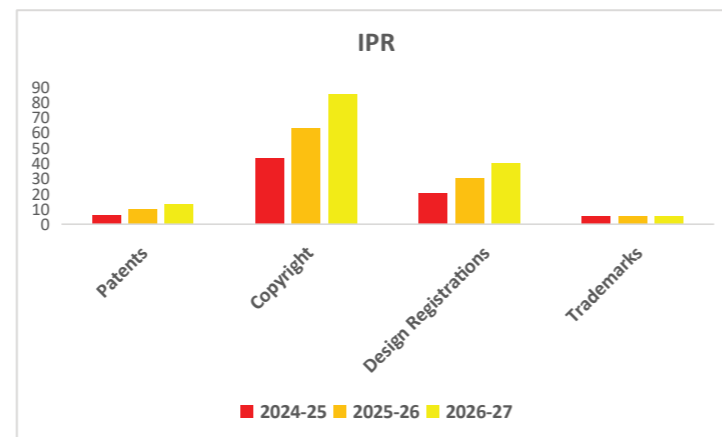
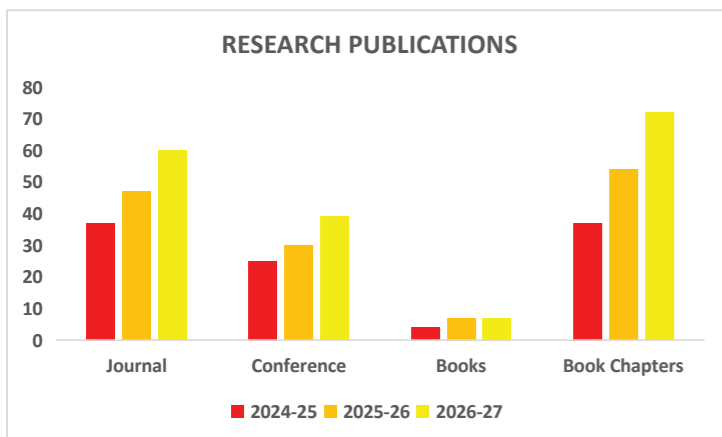
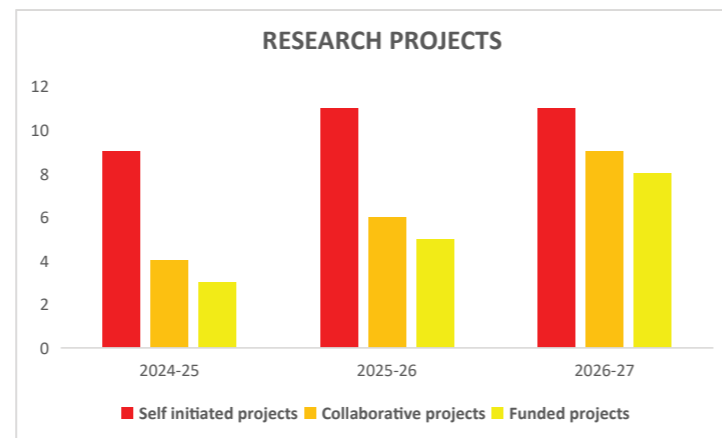
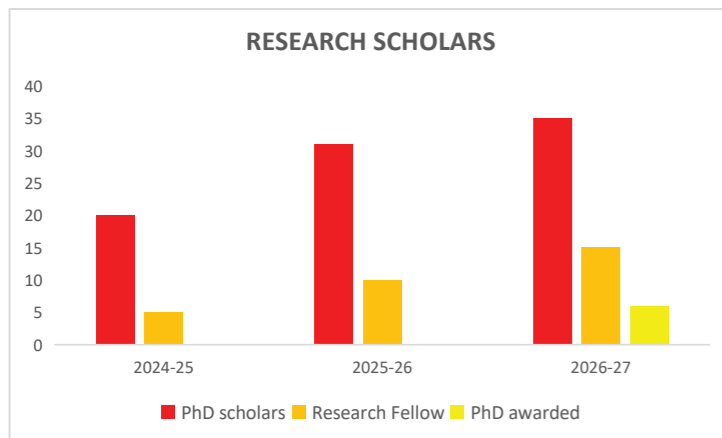
Specializations

Design	Engineering	Management	Law
Industrial Design	Full Stack Development	Finance	Constitutional Law
Transportation Design	Data Science	Marketing	Corporate Law
Interior and Furniture Design	Cyber Security	Human Resource	Criminal Law
Graphic Design	Cloud Computing	International Business	International Law
Animation Design	User Experience Engineering	Business Analytics	
User Experience Design	Artificial Intelligence	Supply Chain Management	
Fashion Design			

New Specializations

Design	Engineering	Management	Law
Immersive Media Design	Block Chain Technology	Insurance Banking Finance Management	Human Rights
Information Design	Industrial Internet of Things (IIoT)	Family Business	
Interaction Design	Quantum Computing		
Fashion Communication	Cyber Physical Systems		
Game Design	High performance systems		

Research, Consultancy and Innovation



Performance Metrics

Key Performance Indicator	Year 1 (2024-25)	Year 2 (2025-26)	Year 3 (2026-27)
Research Scholars (No. of)			
PhD Scholars	20	31	35
Research Fellow	05	10	15
PhD awarded			06
Centre of Excellence (No. of)	07	10	13
Research funding & Grants (in Lacs)			
Seed Funding	03	4.5	5.5
External Funding	05	10	11
Research Projects (No. of)			
Self initiated projects	09	11	11
Collaborative Projects	04	06	09
Funded Projects	03	05	08
Research Projects (in Lacs)			
Self initiated projects	13	14	18
Collaborative Projects	31	36	41
Funded Projects	40	45	55
Consultancy Projects (No. of)			
Govt/Non Govt	14	19	22
Consultancy Projects (in Lacs)			
Govt/Non Govt	42	58.5	79
Corporate Training Projects (No. of)	10	13	16
Corporate Training Projects (in Lacs)	05	09	13
Research Publications (No. of)			
Scopus/WoS/ABDC	26	33	38
UGC CARE	11	14	22
Conference (International/National repute with Publication outcome)	25	30	39
Number of Citations/publication	15	20	25
Publications (No. of)			
Books	04	07	07
Book Chapters	37	54	72
Monographs	05	05	05
Reports	02	02	04
Case Studies	04	04	07
Blogs	07	11	14
Articles	08	13	19

Performance Metrics

Key Performance Indicator	Year 1 (2024-25)	Year 2 (2025-26)	Year 3 (2026-27)
IPR			
Patents	05	06	08
Copyright	100	150	200
Design Registrations	50	100	150
Trademarks	05	10	10
Incubation Start Up (No. of) Technology Transfer	04	05	06
Incubation Grants (in Lacs)	5.5	08	10.5
Awards (No. of)			
Research Awards	11	11	12
Incubation & Innovation Awards	01	01	02

Centre of Excellence Areas

Design	Engineering	Management	Law
Aksharshodh	Microsoft Technology	IMA	Constitutional Law
Fashion Resource Centre	Robotics Process Automation		Criminology
Centre of Indian Art Studies	Cisco Academy		Corporate law
	RedHat Academy		Alternative dispute resolution



Performance Metrics

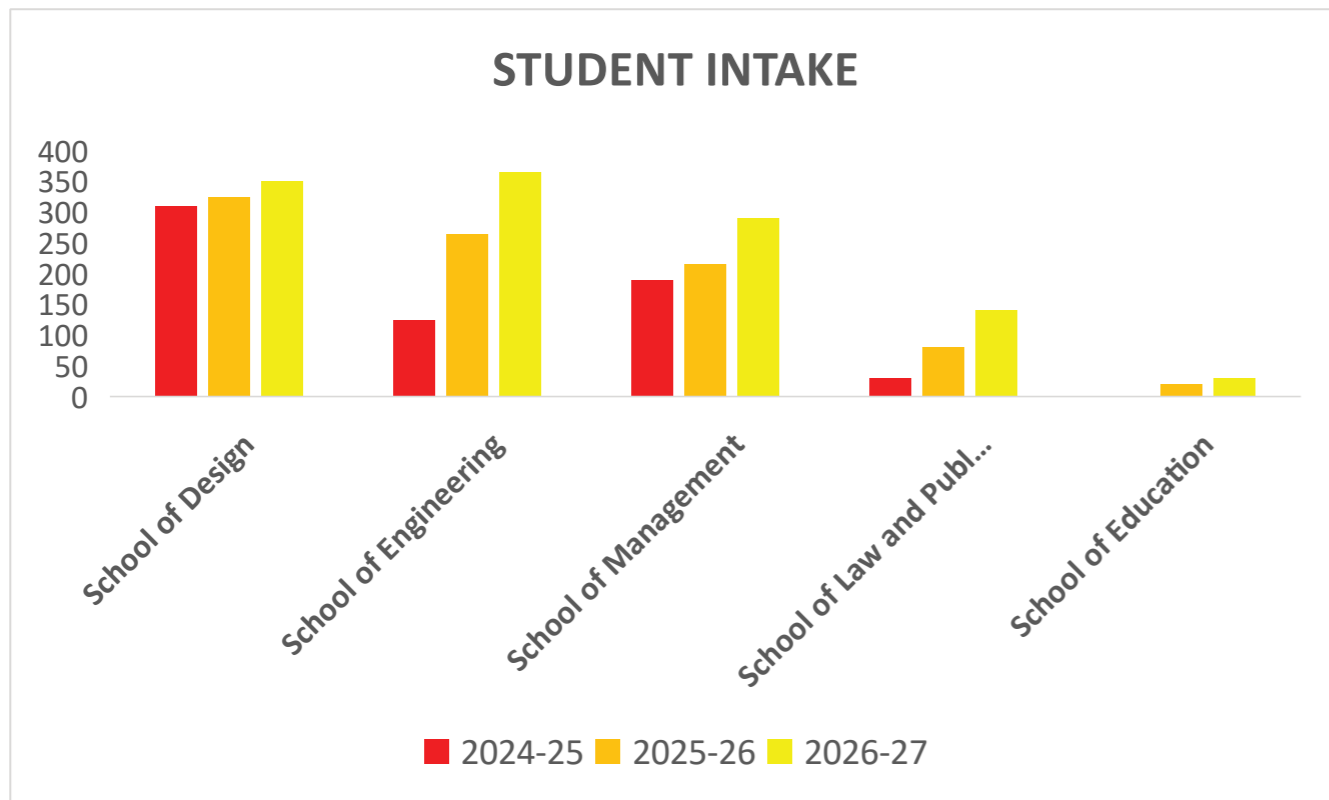
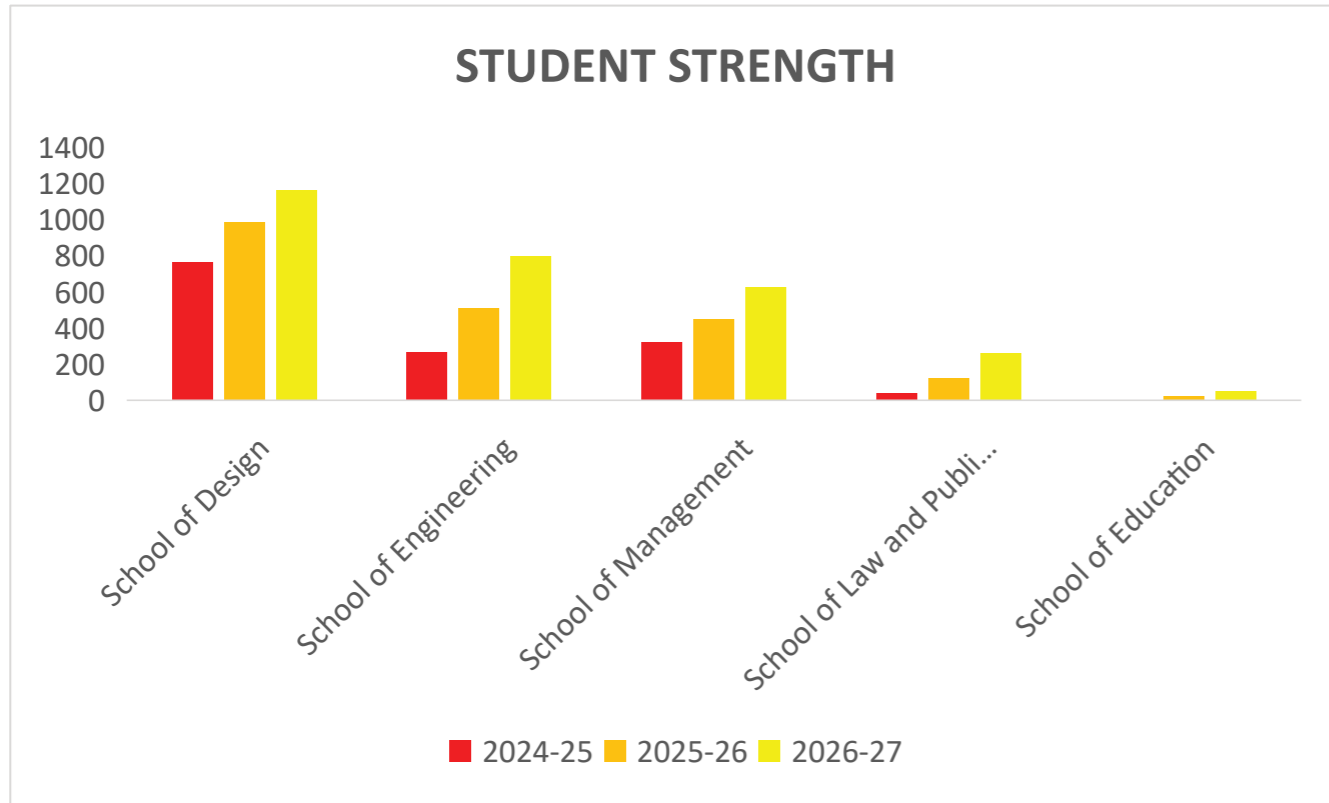
Key Performance Indicator	Year 1 (2024-25)	Year 2 (2025-26)	Year 3 (2026-27)
Certification Programs			
Industry/Global (No. of)	15	24	30
Skill Development (No. of)	03	05	05
Student Completion (%)	90%	90%	90%
Industry Connect			
i-connect Sessions (No. of)	70	80	90
Industry Internships (%)	100%	100%	100%
Industry Capstone (%)	75%	80%	85%
Industry Opportunities (No. of)	1:3	1:3	1:3
Average Stipend (in INR)	5000	7000	10000
Student Receiving Stipend (%)	50%	60%	70%
Industry Outreach (Number)	50	70	100
Placement			
Companies (No. of)	100	130	150
A Category Companies (No. of)	25	35	45
Multinational Companies (No. of)	05	07	10
Placement Opportunity (Ratio)	1:2	1:2	1:2
Average CTC (in INR)	6 Lacs	7 Lacs	8 Lacs
Student Selection %	80%	80%	80%
Student Awards (No. of)			
Sports	21	26	32
Cultural	12	15	18
Academic and Research	16	20	24
Professional Body Student Chapter (No. of)			
Memberships	03	05	08
Activities	16	16	22
Flagship Events	03	04	05
Avantika Clubs (No. of)			
Clubs	07	13	19
Activities	29	36	31
Student Involvement (%)	50%	50%	50%

Performance Metrics

Key Performance Indicator	Year 1 (2024-25)	Year 2 (2025-26)	Year 3 (2026-27)
International Exposure (No. of) Student Exchange	07	09	12
Conference participation	30	40	60
Student representation External Events			
Conference	20%	30%	30%
Sports	25%	30%	35%
Cultural	25%	35%	40%
Exhibitions	45%	55%	65%
Technical Events	65%	77%	89%



Engagement & Collaboration:



Performance Metrics

Key Performance Indicator	Year 1 (2024-25)	Year 2 (2025-26)	Year 3 (2026-27)
Admissions (Student Intake)			
B Des	255	275	300
M Des	55	50	50
BTech	75	120	150
BCA	45	60	90
BBA	90	105	150
MBA	75	75	90
BALLB	15	20	45
BBALLB	15	20	45
PhD	10	10	10
TOTAL INTAKE	635	735	930
New Courses (Student Intake)			
BSC (Animation/AI/ML/Cyber Security/Data Analytics)		60	90
MCA	20	20	30
BCOM		30	45
LLB		20	30
LLM		20	20
BABEd		20	30
TOTAL INTAKE	20	170	245

Performance Metrics

Key Performance Indicator	Year 1 (2024-25)	Year 2 (2025-26)	Year 3 (2026-27)
Student Strength			
B Des	640	876	1054
M Des	121	105	100
BTech	178	281	387
BCA	77	137	195
MCA		20	50
BSC (Animation/AI/ML/Cyber Security/Data Analytics)		60	150
BBA	167	243	353
MBA	129	150	165
BCOM	20	50	95
BALLB	21	41	86
BBALLB	20	40	85
LLB		20	50
LLM		20	40
BABEd		20	50
PhD	17	27	37
TOTAL STRENGTH (existing+new)	1390	2090	2897
Leads and Applications for Design (No. of)			
Digital source	30000	40000	50000
Channel partner	110	125	150
Outreach	25	50	75
Master Classes	120	150	175
Campus Visits	200	300	400
Open Houses	01	10	20
Others (Purchase)	NA	20000	20000
DST appeared	3339	5000	7000
DAT admissions	60	60	60
DST admissions	270	270	280
UCEED	30	30	70
Direct through digital marketing	30	30	50
NRI admissions	0	0	25
International Exhibition	02	05	07

Key Performance Indicator	Year 1 (2024-25)	Year 2 (2025-26)	Year 3 (2026-27)
Leads and Applications Engineering, Management, Law (No. of)			
Digital Source-Inhouse	3000	4200	5880
Digital Source-External	3000	4200	5880
Channel Partner	1000	1400	1960
Outreach (Sessions)	1000	1400	1960
Outreach (Fairs)	2000	2800	3920
School Connect	2000	2800	3920
Coaching Connect	500	700	980
Campus Visits	1000	1400	1960
Others (Purchase)	30000	42000	58800
Total	43500	60900	85260



Supporting Objectives

Performance Metrics

Key Performance Indicator	Year 1 (2024-25)	Year 2 (2025-26)	Year 3 (2026-27)
Faculty Strength (No. of)			
Design	50	65	82
Engineering	12	18	24
Management	12	18	24
Law	06	12	18
Education		02	03
Employee Satisfaction (%)	80%	85%	85%
Faculty and Staff Development			
Online Course	36	46	58
Training and Certification	38	52	67
Seminars and Workshops (off campus)	35	47	59
Professional Memberships	1/Faculty	1/Faculty	1/Faculty
Events and Activities (on campus)			
Special Day Lectures	03	03	03
Faculty Workshops	06	07	07
Avantika Seminar Series	03	04	05
Staff Training	02	02	02
Sports, Recreation and Wellness	03	03	03
Community service	10	10	12
Celebrity Events	03	03	03
Hues	01	01	01
Spardha	01	01	01
Flagship Event	01	01	01

Performance Metrics

Key Performance Indicator	Year 1 (2024-25)	Year 2 (2025-26)	Year 3 (2026-27)
Academic Facilities			
Library (International Repository)	01		
Workshop Facilities	01		
Photography Studio	01		
Media Studio	01		
AR-VR Studio	01		
Cyber Physical Systems Lab	01		01
Network and Security Lab	01		
Measurement Lab	01		
Pattern Making Studio	01		
Garment Construction Studio	01		
Print Studio	01		
Data Science Lab		01	
Typography Lab	01		
Tinkering Lab	01		
Transportation Studio	01		
Animation Studio	01		
Information Design Studio		01	
Textile Lab		01	
Finance Lab		01	
Student Services and Support			
Design Gallery	01	01	
Design Outlet/Shop			01
Cafeteria	01		
Sports and Fitness	01		
Health and Wellness	01		
Recreation Rooms	01		
Stationery Store	01		



Performance Metrics

Key Performance Indicator	Year 1 (2024-25)	Year 2 (2025-26)	Year 3 (2026-27)
Transport Pollution (%)			
Carbon Footprint (reduction)	10%	15%	20%
Energy			
Energy Consumption (reduction)	5%	10%	15%
Solar Energy (% of total)	20%	50%	75%
Water			
Water Reuse (increase)	20%	30%	50%
Water Consumption (reduction)	20%	25%	30%
Rainwater Harvesting (increase)	20%	30%	50%
Plastic			
Bottles purchased (reduction)	50%	70%	90%
Plastic recycling (increase)	50%	70%	90%
Reduction in Paper usage	50%	50%	50%
Waste			
Non-Recycled Waste (reduction)	10%	30%	50%
Food Waste (reduction)	10%	30%	50%
Vermi Compost (increase)	10%	20%	30%
Green Campus			
Green Space (increase)	10%	20%	30%
Maintenance per Acre (reduction)	10%	20%	30%
Home-grown Organic Produce	10%	15%	20%
Awareness and Training Sessions			
Students	2 per year	2 per year	2 per year
Employees	2 per year	2 per year	2 per year
Energy Audit and Safety Audit	1 per year	1 per year	1 per year



Governance and Leadership

Performance Metrics

Key Performance Indicator	Year 1 (2024-25)	Year 2 (2025-26)	Year 3 (2026-27)
Employee Feedback			
Open House (Students)	2	2	2
Open House (Employees)	2	2	2
Annual Report	1	1	1
Governing Body Meetings	3	3	3
Board of Management Meetings	6	6	6
Academic Council Meetings	2	2	2
Planning and Administration Committee Meetings	12	12	12
Finance Committee Meetings	2	2	2
Academic Calendar	1 per semester	1 per semester	1 per semester
NAD and ABC Implementation	75%	100%	100%



Quality Assurance


Performance Metrics

Key Performance Indicator	Year 1 (2024-25)	Year 2 (2025-26)	Year 3 (2026-27)
Course Feedback	1/course	1/course	1/course
Internal & External Academic & Administrative Audit	1/semester	1/semester	1/semester
Quality enhancement initiatives (FDP/Workshop/Conference)	05	05	05
Training	02	02	02
Accreditations	01	01	01
IQAC Meetings	3 per year	3 per year	3 per year
Rankings & Rating participation	5 National 2 International	5 National 2 International	5 National 2 International
Publications			
Strategic Plan	01	00	00
Annual Report	01	01	01
Newsletter	12	12	12



Outcomes

- ▶ International Admissions
- ▶ NAAC Accreditation
- ▶ Best University in Central India



*It always seems
impossible
until it is done.*



॥ सिद्धिः भूषयते विद्याम् ॥

अवंतिका विश्वविद्यालय

The Lotus symbolizes potential and in its fully blossomed form represents enlightenment and awareness. The flower is deeply rooted in Indian culture, particularly associated with Saraswati – the Goddess of Wisdom.

The transdisciplinary approach is represented through the confluence of sections, implying an immersive learning experience. The transition of colors represents evolution of an individual at Avantika University.

The identity reflects transformation, and it is knowledge (Vidya) that drives the transition, and ultimately leading to accomplishment (Siddhi).

॥ सिद्धिः भूषयते विद्याम् ॥
Accomplishment Adorns Knowledge