# STRATEGIC PLAN

## 2019-2030

**Gedu College of Business Studies**

# Table of Contents


BACKGROUND 2

VISION 3

MISSION 3

CORE VALUES 3

KEY ASPIRATIONS 3

THEMES 5

THEME 1: ENHANCEMENT OF QUALITY AND RELEVANCE OF PROGRAMMES 5
THEME 2: ENHANCEMENT OF RESEARCH, INNOVATION AND SCHOLARSHIP 6
THEME 3: PROMOTION OF GNH-INSPIRED ENVIRONMENT 7
THEME 4: PROMOTION OF INNOVATION AND ENTREPRENEURSHIP 8
THEME 5: PROMOTION OF LIFELONG LEARNING 8
THEME 6: DIVERSIFICATION OF REVENUE STREAMS 9

ANNEXURES 10

KEY ASPIRATIONS 11
THEME 1: ENHANCEMENT OF QUALITY AND RELEVANCE OF ACADEMIC PROGRAMMES 13
THEME 2: ENHANCEMENT OF RESEARCH, INNOVATION AND SCHOLARSHIP 15
THEME 3: PROMOTION OF GNH-INSPIRED ENVIRONMENT 16
THEME 4: PROMOTION OF INNOVATION AND ENTERPRENEURSHIP 17
THEME 5: PROMOTION OF LIFELONG LEARNING 18
THEME 6: DIVERSIFICATION OF REVENUE STREAMS 19

PROGRAMMES AND STUDENT PROJECTION 20

SUMMARY ERROR! BOOKMARK NOT DEFINED.
DETAILS ERROR! BOOKMARK NOT DEFINED.

# Background

Gedu College of Business Studies, located at Gedu, Chukha, is the only premier college under the Royal University of Bhutan that offers full-time cotemporary business and management education in the country.

The establishment of a business college was first conceived by His Majesty the Fourth King. Therefore, the then National Assembly members resolved to establish one at Gedu in its 85$^{th}$ session. The Gedu College of Business Studies is located at the campus which was developed by the Tala Hydropower Project Authority (THPA) – a joint project between the Government of India and the Royal Government of Bhutan.

Then, the Royal University of Bhutan shifted the faculty of Commerce and its students from Sherubtse College to the newly established business college in 2008.

Currently, the College offers the following programmes:

i) Master of Business Administration
ii) Bachelors of Commerce (Finance)
iii) Bachelors of Commerce (Accounting)
iv) Bachelors of Business Administration (Human Resource Management)
v) Bachelors of Business Administration (Marketting)

## Vision

***A Center of Excellence in Value driven Business Education***

## Mission

- To contribute towards knolwedge development through research infused curricula and co-curricular activities that develop learners to be competent, co passionate and loyal citizens.

## Core Values

- Scholarly
- Professional
- Open
- Teamwork
- Leadership
- Enterprising
- Sensitive
- Self-confident

## Key Aspirations

1. GCBS as the most preferred destination for Bhutanese and international students for business and management studies steeped in GNH values.
2. GCBS graduates recognized by job markets and universities both within and outside the country.
3. GCBS graduates with qualities of being responsible citizens, financially educated and innovative.
4. GCBS as center of entrepreneurship development in the University.
5. GCBS recognized for its excellence in diverse specialization in business and management education.
6. GCBS as a resource for the community and the nation with business and enterpreneurship research centers that caters to the need of the vibrant society.
7. GCBS campus with state-of-the-art facilities and comprehensive student support services.
8. GCBS campus with vibrant systems focused on welbeing and happiness
9. GCBS with highly motivated and dynamic staff.

### Key Performance Indicators and Targets

| Sl. No | Key Performance Indicator | Unit of Measurement | Baseline Year | Target | Remarks |
|---|---|---|---|---|---|
| | | | 2019 -20 | 2030-31 | |
| 1 | Students enrolled from the top 500 ranked students in Class XII (commerce) | % | 79 | 79 | Annual |
| 2 | International students enrolled | Number | 0 | 15 | Annual |
| 3 | Graduates employed within one year of graduation | % | 60 | 70 | Annual |
| 4 | Students enrolled in postgraduate programmes | Number | 60 | 230 | Annual |
| 5 | Annual budget generated from sources other than tuition | % | 13 | 15 | Annual |
| 6 | Peer reviewed publications | Number | 15 | 40 | Annual |
| 7 | Research and scholarly outputs leading to innovation, policy, and practices | Number | 4 | 6 | Annual |
| 8 | Externally funded research projects | Number | 9 | 15 | Annual |
| 9 | Academics engaged in various external decision making forums | Number | 3 | 9 | Annual |
| 10 | Participants in short courses | Number | 16 | 100 | Annual |
| 11 | Staff satisfaction | % | 100 | 100 | Annual |
| 12 | Student Satisfaction | % | 100 | 100 | Annual |

| | | | | | |
|---|---|---|---|---|---|
| **13** | Students participating in community services | % | 60 | 80 | Annual |
| **14** | Start-ups initiated by graduates within 1 year of graduation | Number | 2 | 10 | Annual |
| **15** | Accreditation of College or Programme | Number | 1 | 2 | Annual |

# Themes

## Theme 1: Enhancement of Quality and Relevance of Programmes

1. Ensure that programmes are taught by qualified and dedicated local and expatriate academics
2. Enhance human resource development for both long-term and short-term including in-house staff development programmes
3. Apply innovative learning and teaching approach using technology
4. Recruit international academics for diversity and external advisor for the development of new programmes
5. Attach academics in relevant industry to gain industrial experience
6. Enroll international students for cross cultural learning
7. Establish linkages with industries and identify mentors for student attachment and engage stakeholders for programme developent and review
8. Strengthen national/international linkages and recognition leading to staff and student exchange programmes
9. Develop quality infrastructure and facilities
10. Enhance provision of soft/transferable skills
11. Strengthen internal quality assurance and enhancement system
12. Diversify academic programmes and make them relevant to changing needs

### Key Performance Indicator and Targets

| Sl. No | Key Performance Indicator | Unit of Measurement | Baseline Year 2019-20 | Target 2030-31 | Remarks |
|---|---|---|---|---|---|
| **1** | Annual operating budget allocated for HRD | % | 3 | 3 | Annual |
| **2** | Staff attending short term PD programme annually (40 hours/5 working days) | % | 30 | 30 | Annual |
| **3** | Academics with Masters | % | 90 | 100 | Annual |
| **4** | Academics with PhD | % | 15.6 | 40.0 | Annual |
| **5** | Postgraduate programmes offered | Number | 1 | 6 | Annual |
| **6** | International academics engaged | Number | 10 | 15 | Annual |
| **7** | Local experts outside the university engaged | Number | 16 | 20 | Annual |
| **8** | Academics on exchange/attachment to other universities annually | Number | 10 | 10 | Annual |
| **9** | Academics having qualification in teaching higher education | % | NA | 100 | Annual |

| | | | | | |
|---|---|---|---|---|---|
| **10** | Students enrolled | Number | 1577 | 1268 | Annual |
| **11** | Self financed undergraduate students | % | 30 | 30 | Annual |
| **12** | Programmes offered | Number | 7 | 21 | Annual |
| **13** | Joint degree programmes | Number | 0 | 2 | Annual |
| **14** | Students sent for exchange/attachment | Number | 15 | 15 | Annual |
| **15** | Activecollaborationwithexternal institutions for student learning, support and research (international) | Number | 3 | 5 | Annual |
| **16** | International students enrolled on short-term basis | Number | 20 | 40 | Annual |
| **17** | External Linkages established | Number | 2 | 1 | Annual |
| **18** | Library budget allocated | Amount | As per the norm | | Annual |

## Theme 2: Enhancement of Research, Innovation and Scholarship

1. Develop research capacity among academics and facilitate pubications
2. Develop research partnerships with agencies and international partners, and carry out joint research projects
3. Strengthen research and innovation centres
4. Improve research infrastructure, facilities and services
5. Offer postgraduate programmes with research components
6. Encourage academics to undertake research activities abroad such as attending conference/seminars
7. Organize research conferences/seminars at national, international and college level to dessiminate knowledge to the society
8. Set out research priority areas for the College based on strengths
9. Encourage academics and facilitate mobilization of research funding
10. Mobilize separate funds to help develop research capacity and infrastructure
11. Carryout publication to provide platform for the academics and students to publish their research works
12. Encourage and provide support to academics to gain recognition of their expertise

### Key Performance Indicators and Targets

| Sl. No | Key Performance Indicator | Unit of Measurement | Baseline Year 2019-20 | Target 2030-31 | Remarks |
|---|---|---|---|---|---|
| **1** | Masters by research | Number | 0 | 1 | Annual |
| **2** | PhD Programmes | Number | NA | NA | Annual |
| **3** | Research grants applied | Number | 14 | 20 | Annual |

| | | | | | |
|---|---|---|---|---|---|
| **4** | Research/projects grants received | Nu in Million | 5 | 8 | Annual |
| **5** | Annual budget on research allocated by the College | % | 2 | 2 | Annual |
| **6** | Joint research projects with national and international institutions | Number | 2 | 5 | Annual |
| **7** | Books/book chapters/conference proceedings etc. published. | Number | 4 | 10 | Annual |
| **8** | Peer reviewed journal published | Number | 1 | 1 | Annual |
| **9** | Academics engaged in research | % | 90 | 95 | Annual |
| **10** | Research events such as conferences and seminars organized | Number | 2 | 5 | Annual |
| **11** | Prototypes/patent based on research | Number | 2 | 10 | Annual |

## Theme 3: Promotion of GNH-Inspired Environment

1. Develop and conduct value education/personal transforamtion workshops/sessions and retreats.
2. Provide students with a better understanding of the GNH concept
3. Enhance good governance practices within the College operations characterized by inclusiveness, mindful engagement in decision making processes, transparency, accountability, efficiency and effectiveness
4. Encourage initiatives for the promotion of culture and traditions
5. Encourage community services to help students learn the value of services to community and live in harmony
6. Encourage Initiatives related to environment friendly practices such as improving waste management, installing LED lighting and reducing paper usage, etc.
7. Provide adequate student support services with service standards/guidelines including students with special needs
8. Enhance infrastructure, communication and public service delivery
9. Develop turnaround time and SOP and implement accordingly
10. Establish alumni associations and foster linkages
11. Strengthen counseling services

### Key *Performance Indicators and Targets*

| **Sl. No** | **Key Performance Indicator** | **Unit of Measurement** | **Baseline Year** | **Target** | **Remarks** |
|---|---|---|---|---|---|
| | | | **2019-20** | **2030-31** | |
| **1** | Students covered by value education (minimum 15 hours) | % | 30 | 30 | Annual |
| **2** | Variety of programmes initiated related to value education | Number | 3 | 3 | |
| **3** | Initiatives related to improvement of University governance | Number | 8 | 8 | Annual |

| | | | | | |
|---|---|---|---|---|---|
| **4** | Projects/activities related to promotion of culture and tradition | Number | 9 | 9 | Annual |
| **5** | Projects/activities related to environment-friendly practices | Number | 7 | 7 | Annual |
| **6** | Community services annually | Number | 8 | 8 | Annual |
| **7** | Members in Alumni Association | Number | 950 | 4777 | Annual |
| **8** | Childcare center established | Number | 1 | 2 | Annual |

## Theme 4: Promotion of Innovation and Entrepreneurship

1. Develop and offer entrepreneurship programmes
2. Establish business incubation center and provide mentoring services
3. Establish linkages with potential investors to make use of business ideas developed by students
4. Establish linkages with relevant agencies and institutions for support
5. Incentivize entrepreneurial behaviour and innovations
6. Organize business events to promote entrepreneurship such as enterpreneurship festivals and encourage students to pitch business ideas
7. Provide technical support to accelerate innovation and entrepreneurship
8. Encourage students to incubate businesses.

### Key Performance Indicators and Targets

| Sl. No | Key Performance Indicator | Unit of Measurement | Baseline Year 2019-20 | Target 2030-31 | Remarks |
|---|---|---|---|---|---|
| **1** | Studentstakingupentrepreneurship programme/module/course (min 15 hours) | % of one batch | 100 | 100 | Annual |
| **2** | Business incubation centers | Number | 1 | 1 | Annual |
| **3** | Business ideas accepted by investors | Number | 2 | 3 | Annual |
| **4** | Entrepreneurship events organized | Number | 4 | 4 | Annual |
| **5** | Beneficiaries of the business incubation center annually | Number | 0 | 20 | Annual |
| **6** | Students participating in business idea competition | Number | 80 | 180 | Annual |

## Theme 5: Promotion of Lifelong Learning

1. Explore opportunities to develop and offer part-time programmes to enhance continuous learning environment
2. Offer various short-term/tailormade courses for industries
3. Develop and offer structured online courses that would be relevant to either students or public for free
4. Enhance ICT infrastructure and facilities

5. Ensure optimum bandwidth for connectivity

### Key Performance Indicators and Targets

| Sl. No | Key Performance Indicator | Unit of Measurement | Baseline Year | Target | Remarks |
|---|---|---|---|---|---|
| | | | 2019-20 | 2030-31 | |
| 1 | Part-time programme offered | Number | 0 | 0 | Annual |
| 2 | Short term courses offered | Number | 3 | 10 | Annual |
| 3 | Connectivity enhanced | mbps | 34 | 100 | Annual |
| 4 | Increase Internet coverage in the Campus | Area | Academic blocks | All academic blocks and hostels | Annual |
| 5 | Online courses offered | Number | 0 | 3 | Annual |

## Theme 6: Diversification of Revenue Streams

1. Explore additional sources of income such as endowment, gifts, alumni contribution, etc.
2. Explore and implement various investment plans
3. Create facilities and organizational units to support the investment activities
4. Offer short-courses in niche areas
5. Brand and promote the College for wider visibility
6. Optimize the use of facilities and hire out facilities (e.g. Games and sports facilities, auditorium, conference halls, residential buildings, cafeteria etc.)
7. Liaise with agencies and institutions
8. Provide consultancy services

### Key Performance Indicators and Targets

| Sl. No | Key Performance Indicator | Unit of Measurement | Baseline Year | Target | Remarks |
|---|---|---|---|---|---|
| | | | 2019-20 | 2030-31 | |
| 1 | Income sources identified and pursued (excluding research grant) | Number | 6 | 6 | Annual |
| 2 | Investment plans identified and implemented | Number | 2 | 2 | Annual |
| 3 | Branding and promotional activities | Number | 11 | 11 | Annual |

# ANNEXURES

## Key Aspirations

| Sl. No | Key Performance Indicator | Unit of Measurement | Target | | | | | | | | | | | | Remarks |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | 2019-20 | 2020-21 | 2021-22 | 2022-23 | 2023-24 | 2024-25 | 2025-26 | 2026-27 | 2027-28 | 2028-29 | 2029-30 | 2030-31 | |
| 1 | Students enrolled from the top 500 ranked students in Class XII (commerce) | % | 79 | 79 | 79 | 79 | 79 | 79 | 79 | 79 | 79 | 79 | 79 | 79 | Annual |
| 2 | International students enrolled | Number | 0 | 1 | 2 | 3 | 5 | 6 | 7 | 8 | 9 | 10 | 12 | 15 | Annual |
| 3 | Graduates employed within one year of graduation | % | 60 | 60 | 60 | 60 | 61 | 62 | 62 | 65 | 65 | 67 | 67 | 70 | Annual |
| 4 | Students enrolled in postgraduate programmes | Number | 60 | 50 | 40 | 40 | 60 | 130 | 170 | 180 | 210 | 230 | 230 | 230 | Annual |
| 5 | Annual budget generated from sources other than tuition | % | 13 | 13 | 14 | 14 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | Annual |
| 6 | Peer reviewed publications | Number | 15 | 20 | 25 | 30 | 30 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | Annual |
| 7 | Research and scholarly outputs leading to innovation, policy, and practices | Number | 4 | 5 | 5 | 5 | 5 | 5 | 6 | 6 | 6 | 6 | 6 | 6 | Annual |
| 8 | Externally funded research projects | Number | 9 | 10 | 10 | 10 | 10 | 13 | 13 | 15 | 15 | 15 | 15 | 15 | Annual |
| 9 | Academics engaged in various external decision-making forums | Number | 3 | 4 | 4 | 5 | 5 | 6 | 6 | 7 | 7 | 8 | 8 | 9 | Annual |
| 10 | Participants in short courses | Number | 16 | 40 | 50 | 60 | 70 | 80 | 90 | 100 | 100 | 100 | 100 | 100 | Annual |
| 11 | Staff satisfaction | % | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | Annual |
| 12 | Student Satisfaction | % | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | Annual |
| 13 | Students participating in community services | % | 60 | 60 | 60 | 70 | 70 | 70 | 70 | 80 | 80 | 80 | 80 | 80 | Annual |

| | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 14 | Start-ups initiated by graduates within 1 year of graduation | Number | 2 | 3 | 3 | 3 | 5 | 5 | 5 | 7 | 7 | 10 | 10 | 10 | Annual |
| 15 | Accreditation of College or Programme | Number | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | Annual |

## Theme 1: Enhancement of Quality and Relevance of Academic Programmes

| Sl. No | Key Performance Indicator | Unit of Measurement | Targets | | | | | | | | | | | Remarks |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | 2019-20 | 2020-21 | 2021-22 | 2022-23 | 2023-24 | 2024-25 | 2025-26 | 2026-27 | 2027-28 | 2028-29 | 2029-30 | 2030-31 | |
| 1 | Annual operating budget allocated for HRD | % | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | Annual |
| 2 | Staff attending short term PD programme annually (40 hours/5 working days) | % | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | Annual |
| 3 | Academics with Masters | % | 90 | 92 | 93 | 93 | 94 | 94 | 95 | 96 | 97 | 98 | 98 | 100 | Annual |
| 4 | Academics with PhD | % | 15.6 | 15.6 | 20.0 | 25.0 | 27.0 | 27.0 | 30.0 | 32.0 | 35.0 | 37.0 | 38.0 | 40.0 | Annual |
| 5 | Postgraduate programmes offered | Number | 3 | 3 | 3 | 4 | 5 | 9 | 9 | 10 | 11 | 11 | 11 | 11 | Annual |
| 6 | International academics engaged | Number | 10 | 10 | 10 | 10 | 12 | 12 | 13 | 13 | 14 | 14 | 15 | 15 | Annual |
| 7 | Local experts outside the university engaged | Number | 16 | 18 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | Annual |
| 8 | Academics on exchange/attachment to other universities annually | Number | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | Annual |
| 9 | Academics having qualification in teaching higher education | % | NA | 85 | 90 | 90 | 95 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | Annual |
| 10 | Students enrolled | Number | 1587 | 1610 | 1496 | 1392 | 1348 | 1348 | 1318 | 1268 | 1298 | 1288 | 1268 | 1268 | Annual |

| | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 11 | Self financed undergraduate students | % | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | Annual |
| 12 | Programmes offered | Number | 7 | 7 | 7 | 8 | 13 | 17 | 17 | 18 | 21 | 21 | 21 | 21 | Annual |
| 13 | Joint degree programmes/JSP | Number | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | Annual |
| 14 | Students sent for exchange/attachment | Number | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | Annual |
| 15 | Active collaboration with external institutions for student learning, support and research (international) | Number | 3 | 3 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | Annual |
| 16 | International students enrolled on short-term basis | Number | 20 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | Annual |
| 17 | External Linkages established | Number | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | Annual |
| 18 | Library budget allocated | Amount | As per the norm | | | | | | | | | | | | Annual |

## Theme 2: Enhancement of Research, Innovation and Scholarship

| Sl. No | Key Performance Indicator | Unit of Measurement | Target | | | | | | | | | | | Remarks |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | 2019 -20 | 2020 -21 | 2021 -22 | 2022 -23 | 2023 -24 | 2024 -25 | 2025 -26 | 2026 -27 | 2027 -28 | 2028 -29 | 2029 -30 | 2030 -31 | |
| 1 | Masters by research | Number | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | Annual |
| 2 | PhD Programmes | Number | NA | NA | NA | NA | NA | NA | NA | NA | NA | NA | NA | NA | Annual |
| 3 | Research grants applied | Number | 14 | 15 | 15 | 15 | 15 | 18 | 18 | 20 | 20 | 20 | 20 | 20 | Annual |
| 4 | Research/projects grants received | Nu in Million | 5 | 5.5 | 5.5 | 6 | 6 | 6.5 | 6.5 | 7 | 7 | 7.5 | 7.5 | 8 | Annual |
| 5 | Annual budget on research allocated by the College | % | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | Annual |
| 6 | Joint research projects with national and international institutions | Number | 2 | 3 | 3 | 3 | 3 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | Annual |
| 7 | Books/book chapters/conference proceedings etc. published. | Number | 4 | 5 | 5 | 6 | 6 | 7 | 7 | 8 | 8 | 9 | 9 | 10 | Annual |
| 8 | Peer reviewed journal published | Number | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | Annual |
| 9 | Academics engaged in research | % | 90 | 90 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | 95 | Annual |
| 10 | Research events such as conferences and seminars organized | Number | 2 | 2 | 3 | 3 | 3 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | Annual |
| 11 | Prototypes/patent based on research | Number | 2 | 3 | 3 | 3 | 5 | 5 | 5 | 7 | 7 | 10 | 10 | 10 | Annual |

## Theme 3: Promotion of GNH-inspired environment

| Sl. No | Key Performance Indicator | Unit of Measurement | Target | | | | | | | | | | | | Remarks |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | 2019 -20 | 2020 -21 | 2021 -22 | 2022 -23 | 2023 -24 | 2024 -25 | 2025 -26 | 2026 -27 | 2027 -28 | 2028 -29 | 2029 -30 | 2030 -31 | |
| 1 | Students covered by value education (minimum 15 hours) | % | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | Annual |
| 2 | Variety of programmes initiated | Number | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | Annual |
| 3 | Initiatives related to improvement of University governance | Number | 8 | 8 | 8 | 8 | 8 | 8 | 8 | 8 | 8 | 8 | 8 | 8 | Annual |
| 4 | Projects/activities related to promotion of culture and tradition | Number | 9 | 9 | 9 | 9 | 9 | 9 | 9 | 9 | 9 | 9 | 9 | 9 | Annual |
| 5 | Projects/activities related to environment-friendly practices | Number | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | Annual |
| 6 | Community services annually | Number | 8 | 8 | 8 | 8 | 8 | 8 | 8 | 8 | 8 | 8 | 8 | 8 | Annual |
| 7 | Members in Alumni Association | Number | 950 | 1350 | 1700 | 2050 | 2350 | 2700 | 3000 | 3300 | 3650 | 4000 | 4300 | 4777 | Annual |
| 8 | Childcare center established | Number | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | Annual |

## Theme 4: Promotion of Innovation and Enterpreneurship

| Sl. No | Key Performance Indicator | Unit of Measurement | Target | | | | | | | | | | | Remarks |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | 2019-20 | 2020-21 | 2021-22 | 2022-23 | 2023-24 | 2024-25 | 2025-26 | 2026-27 | 2027-28 | 2028-29 | 2029-30 | 2030-31 | |
| 1 | Students taking up entrepreneurship programme/module/course (min 15 hours) | % of a batch | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | Annual |
| 2 | Business incubation centers | Number | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | Annual |
| 3 | Business ideas accepted by investors | Number | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | Annual |
| 4 | Entrepreneurship events organized | Number | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | Annual |
| 5 | Beneficiaries of the business incubation center annually | Number | 0 | 2 | 4 | 6 | 8 | 10 | 12 | 14 | 16 | 18 | 20 | 20 | Annual |
| 6 | Students participating in business idea competition | Number | 80 | 80 | 100 | 100 | 100 | 120 | 120 | 140 | 140 | 160 | 160 | 180 | Annual |

## Theme 5: Promotion of Lifelong learning

| Sl. No | Key Performance Indicator | Unit of Measurement | Targets | | | | | | | | | | | Remarks |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | 2019-20 | 2020-21 | 2021-22 | 2022-23 | 2023-24 | 2024-25 | 2025-26 | 2026-27 | 2027-28 | 2028-29 | 2029-30 | 2030-31 | |
| 1 | Part-time programme offered | Number | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | Annual |
| 3 | Short term courses offered | Number | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 10 | 10 | 10 | 10 | Annual |
| 4 | Connectivity enhanced | mbps | 34 | 50 | 50 | 70 | 70 | 90 | 90 | 100 | 100 | 100 | 100 | 100 | Annual |
| 5 | Increase Internet coverage in the Campus | Area | Library and guesthouse conference room this year and hostels by 2030 | | | | | | | | | | | | Annual |
| 6 | Online courses offered | Number | 0 | 0 | 0 | 0 | 1 | 1 | 1 | 2 | 2 | 3 | 3 | 3 | Annual |

## Theme 6: Diversification of Revenue Streams

| Sl. No | Key Performance Indicator | Unit of Measurement | Target | | | | | | | | | | | Remarks |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | 2019-20 | 2020-21 | 2021-22 | 2022-23 | 2023-24 | 2024-25 | 2025-26 | 2026-27 | 2027-28 | 2028-29 | 2029-30 | 2030-31 | |
| 1 | Income sources identified and pursued (excluding research grant) | Number | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | Annual |
| 2 | Investment plans identified and implemented | Number | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | Annual |
| 3 | Branding and promotional activities | Number | 11 | 11 | 11 | 11 | 11 | 11 | 11 | 11 | 11 | 11 | 11 | 11 | Annual |