

U/S 2(f) and 12B of the UGC Act 1956, NAAC A⁺ Accredited)
DESH BHAGAT UNIVERSITY, MANDI GOBINDGARH
Established under the Desh Bhagat University Act, 2012 (Punjab Act No. 15 of 2013)

FIFTEEN YEAR STRATEGIC PLAN (2025-2040)

This strategic plan provides a framework that allows the university to develop and use its resources effectively and efficiently. The vision and mission statements of the University indicate directions of work and are followed by identifying and pointing areas of focus. Key outcomes are proposed as performance metrics for each area of focus in this strategic plan.

VISION

“To emerge as the country’s leading value based educational and professional hub to have transformative impact on society by practicing innovation, patronizing research and shaping global entrepreneurs and leaders”

MISSION

ACADEMICS: Offering innovative academic programs and delivering higher education with cutting edge technologies to meet global requirements.

EMPLOYABILITY: Collaboration with industry for development of professional skills and entrepreneurial mind to make students industry ready.

DIVERSITY: Embracing diversification in learning practices in preparing students for active participation in inclusive growth & development of community particularly farmers, villagers and youth.

ETHICS: Providing a strong foundation of values and principles for developing ethical decision making and morality amongst students for sustainable growth & development.

SERVICE: Transforming all sections of society with relevant education, contemporary research, expert consultancy and support for fostering social parity & justice.

STRENGTH AND BASELINE

The strengths and baseline of the University that enable us to strive to attain the goals and objectives of the institution include the following:

❖ A renowned and diversified educational group

DBU is a renowned and diversified educational group of the region. DBU is headed by visionary leaders who focus on providing quality education, and conceptualized this institution with the aim of achieving academic excellence through quality education.

❖ Human Resource

Human resource is one of the core strengths of the university. The staff of the university includes teaching and non-teaching staff from diversified backgrounds and rich industry and academic experience. The university has an encouraging ratio of Ph.D staff members and almost all faculty members are registered in Ph.D programs.

❖ Training and Placement:

The Training and Placement Cell is in place since inception of the University and works actively to cater to the needs of the Industry and the end users by providing trained, employable & job ready professionals. The training and placement cell is headed by well qualified and learned personnel. Placement officers are well connected with the students and the industries and facilitate both by understanding their needs. The Training and Placement Cell plays the role of a facilitator and councilor for placement related activities. Placement cell extends placement services to students even after the completion of degree.

❖ Teaching Learning Process

Academics is our focus area and we build it as our competitive advantage. We have threefold system by which we monitor the academic activities. Head of the institute, head of the department and the department academic coordinator monitor the smooth functioning of day to day academic activities. Director & HOD monitor whether the lectures are conducted on time, status of syllabus completion, conduction of tests, assignments etc. and report to the head of the institute.

The Director also prepares comprehensive report about the academic progress of the classes. The HOD collects feedback from the students about the conduction of lectures. Through all these practices we also find out ways for improvement and implement the improvements from time to time.

❖ **Industry interaction**

We try our level best to interact with the industry experts at almost all levels. In academics the teaching staff doesn't limit to just completing the syllabus but they also inculcate corporate ethics among the students. The training and placement cell of the institute takes utmost care in placing the students at their deserved companies. They bring the companies to the campus for placements; arrange MOU's and Guest Lectures etc. The feedback from the industry experts is considered for the improvement of the quality in all aspects.

STRATEGIC PLAN

Desh Bhagat University has created the strategic plan through detailed consultation & review with stakeholders from academic, industry through collaborative efforts for strategy formulation. DBU's Five Year Strategic Planning aims to reach for the following milestones for which the action plans in the areas of Academic Process, Human Resource Development, Industry Inclusion, Research& Innovation, Community Welfare & Engagement, Training& Placement are planned for effective implementation, execution and monitoring.

KEY MILE STONES

- ❖ **To develop customized E-Learning portal** for students to address rapidly changing learning scenario
- ❖ Developing **Augmented Learning Programs** for Online Education
- ❖ Achieve excellence **in E-Content development and broadcasting**
- ❖ Starting **innovative academic programs at UG & PG level** benchmarking reputed national and international HEI
- ❖ **Faculty Competency Building** in areas of New Age Technologies & Research
- ❖ Enhancing **Academic Research Capabilities** and Outcomes.

- ❖ Strengthening **collaboration with Industry in Research, Consultancy, Training & Internships**
 - ❖ **Global Initiatives & Collaborations** with Foreign Universities
 - ❖ Enhanced Community Engagement through **Social Outreach Programs**
 - ❖ Emphasis on **Entrepreneurship Incubators and Patent Commercialization**
 - ❖ Focus on **Skill Development Programs** to make students ready for global job market
- DBU derive goals from its Mission, Vision, and are based on analysis of our strengths and weaknesses as well as input solicited from our key constituents.

DBU propose to grow in future in the following areas as follows:

Proposed 15 year Growth Plan

	Year		
	5	10	15
Creation of E-Resources	20%	50%	70%
E-Learning	50%	70%	90%
Entrepreneurship	5%	20%	50%
Employability	60%	75%	100%
Academics	60%	75%	100%
Research	50%	70%	90%
Student Diversity (International)	5%	10%	20%
Infrastructure	60%	75%	100%
Student Support	60%	75%	100%
Entrepreneurship Incubators and Patent Commercialization	60%	75%	100%

DBU aims to focus on the below mentioned areas:

AREAS OF FOCUS

AREAS OF FOCUS			
Teaching Learning Methodologies	Research & Consultancy	Entrepreneurship & Sustainable Growth	Community Engagement & Welfare

Teaching Learning Process & Innovative Programs

1. Recruitment of Faculty

A. Objectives

- i. To enhance the academic reputation of the University and to establish the academics of the University at the high pedestal at the National and Global Level.
- ii. To place the University at the high ranking position in the forthcoming list of the Notational Institutional Ranking Framework, NIRF.
- iii. To obtain the next higher grade at the NAAC Grading System i.e. A++ Grade at the time of the next desired inspection by the NAAC.
- iv. To place the University in the QS World University Rankings list in the forthcoming list of the year 2026.
- v. To achieve the goals and guidelines as provided under the National Education Policy, NEP-2020.
- vi. To substantially increase research output and publications in high impact journals.
- vii. To generate consultancy income of the University.
- viii. To forge strong industry- Academic linkage.

B. Work Force Planning

- i. To review the existence research output (Individual publications, individual h-Index, Departmental h-Index)
- ii. Identify key Faculties/departments where research of the faculty members and research collaboration with the national/world ranking Universities can be maximized.

- iii. Identify key Faculties/departments where research and University collaboration can be maximized.
- iv. To appoint departmental research coordinators and Research Professors in each Faculty and Department.

C. Screening

- i. Fulfillment of minimum requirements lay out as per the latest guidelines of the University Grants Commission (UGC).
- ii. Number and quality of Scopus, Web of Science (WoS), Peer Reviewed Journals, reputed International Research Journals
- iii. H-Index.
- iv. Number of Patents/IP filed/granted and recognition by the World Cat Library, University of Oxford.

D. Selection interview

- i. The selection panel shall comprise of Senior Academician, Researchers, Professors of Practices and Industry Expert.
- ii. Academic-Research–Industry evaluations of the candidates.
- v. Final selections will be based on the criteria lay out by the University Grants Commission (UGC) and Academic Fitness of the candidate.

2. Appointment strategies

A. Target Profiles:

- i. Assistant Professors: Ph.D. holders with strong publication record
- ii. Associate Professor and Professors: Strong teaching, research and research supervision credentials as well as wider academic administrative experience.
- iii. Professionals from industry with patents and professors of practice from eminent organizations

B. Recruitment resources:

- i. Through and all India advertisement as per the latest guidelines of the University Grants Commission (UGC).
- ii. LinkedIn, Research Gate, Academia.edu and other professional websites.
- iii. Faculty form universities in the region.
- iv. University website of Desh Bhagat University.
- v. Advertisement in the reputed research Journals.

3. Faculty Mentoring and Support:

- A. Orientation: One day orientation programme for new recruits/teachers to familiarise them with teaching methodology, research goals, IP commercialization strategy, consistency services, regulations of the University, performance evaluation criteria and working environment of the University.
- B. Mentorship programme assign research mentors preferable senior faculty members for the new recruits/teachers.
- C. Buddy system: Deans/directors/HoD's may have constant and regular liaison with the new teachers regarding the regulations of the University, research goals and performance evaluation.

4. Career Development and Retention of Faculty

- A. Teachers will be provided opportunities for promotion as per the latest guidelines of the University Grants Commission (UGC)
- B. Promising and outstanding faculty members may be assigned the duties of academic administration at middle and high ranking positions.
- C. Teachers with excellent research output may be assigned the positions of research supervisor and departmental research coordinator.
- D. Weekly review of the progress of the faculty members with the Deans/Directors and HoD's
- E. Monthly review of the Faculties and department with the Pro Vice-Chancellor (Academics)
- F. Recognition awards to excellent and outstanding teachers and researchers (monitory and non-monitory)
- G. Sabbatical and funding for international academic exposure (visiting researchers, visiting professors and fellowships)

5. Teaching Learning Centre strengthening

- A. National/International Conferences/Research Workshops and Faculty Development programme (FDP) for the teachers by each Faculty on regular basis
- B. Research Training for teacher every month.
- C. Digital Skills Workshops every month.
- D. Modern Pedagogy: Case-based learning and PPT's
- E. Development of Research Incubation Centre.

6. Extension of Academic Positions and New Departments

- A. Expansion and strengthening of the office of the Pro Vice-Chancellor (Academics) with more supporting staff at the rank of Deputy Registrar Academics/Assistant Registrar Academics as additional duties to the competent teaching faculty.
- B. Appointment of Departmental Research Coordinator and Co-coordinator

- C. Establishment of Post-Doctoral Research Centre
- D. Establishment of multidisciplinary Academic and Research Centre.

7. Focus on NEP-2020

- A. Adoption of the various aspects of National Education Policy (NEP) 2020 as short term plan as well as long term plan.
- B. More holistic and multidisciplinary education/faculties with optimal learning environment and sports for students.
- C. Motivated, Energised and Capable Faculty syllabi and curriculum frame work in total with Interdisciplinary Subjects, Multiple Entry-exit option, Academic Bank of Credits, Dual Degree and Multiple modes of study
- D. Adoption of Graduation (Pass course), Graduation (Honours), Graduation (Honours with research), Post-Graduation (two years and one year).
- E. Special focus on the study of history, culture, art, language, literature, Civilizational studies, national and cultural ethos and the teaching of the Regional Languages.
- F. Professor of Practice, Skill Development Programme and strong academic-research-industry collaboration.

8. Online Training

- A. To equip students with hands-on skills industry exposure and problem-solving capabilities through a structured online training system integrated with their academic journey.
- B. SWAYAM/MOOC courses
- C. Skill based Online Courses
- D. Virtual Labs for Engineering and Technology, Pharmacy and Commerce and Management
- E. Employability Certifications such as Microsoft, Google Analytic and Auto Desk

9. Curriculum Development

- A. Outcome based education/programme-courses-schemes
- B. Industry Academic Interface.
- C. Interdisciplinary approach.
- D. Annual revision of curriculum with certain modification and addition.
- E. All programmes/courses/schemes to be adopted/recommended by BoSs and Academic Council.

10. Value Added Courses (VAC) and Employability Courses (EC)

- A. Introduction of Value Added Courses by each Faculty/Department on annual basis.
- B. Introduction of Employability Courses such as MBA Business Data and Analytics, Conflict Resolution and Peace Building and Environmental Justice: Policy and Practice.

11. Inclusion of New Courses

- A. Introduction of New Courses by each Faculty/Department as per the recommendations and guidelines of the University Grants Commission and NEP 2020 with special emphasis on the interdisciplinary, Multidisciplinary, Cultural Studies and Indian Languages and Literature Studies..

12. Stakeholder Feedback Mechanism

- A. 360- Degree Feedback-Students/Parents/Stakeholder/Industry/ Deans/Director/HoD's/Peers and Self evaluation
- B. Forced Rating Scales (20-60-20)

Research & Consultancy

1. DBU strives for enhancing the research component. We target to touch 1000+ research publication in peer reviewed refereed journals by 2025.

Period	2025-30	2030-35	2035-40
Research Publications	500+	1000+	1500+
Patents	20	50	100
Research Journals	5	10	10

2. To increase citation index and h-index of the faculty of DBU
3. Student driven, alumni and industry mentored, faculty guided initiative to establish an ecosystem for students, alumni, faculty and staff to nurture Projects (patents, products, publications), Research, Innovation (Ideation, incubation), Design and Entrepreneurship competence
4. Promote inter-disciplinary projects among the students of all departments and also converting projects in to final Product.
5. Focused guidance and networking of students to disseminate knowledge and support to participate in National and International level competitions
6. Strengthen research capacities and promote student participation in research activities, incubations, start-ups.
7. Establish novel initiatives and develop on-going projects to attract and retain high performing research faculty.

Entrepreneurship & Sustainable Growth

1. DBU focuses on development of entrepreneurial skills amongst its students and strives to establish Innovation and Entrepreneurship Development Campus and Incubators to nurture entrepreneurs.

Growth Plan

Period	2025-30	2030-35	2035-40
Entrepreneurship	5%	20%	50%
Incubators	5	10	10

2. Expanding career opportunities for skill development, training and job placement to benefit students.
3. Strengthen institutional governance and leadership.
4. Timely decision-making and optimal utilization of institutional resources for a large and fast growing institution.
5. Strengthening role of our students as stakeholders, robust and responsive support system or student mentoring & grievance redress.
6. Strengthening alumni relations, Alumni interactions, Alumni referral schemes, Incubation& Entrepreneurship.

Community Engagement & Welfare

Period	2025-30	2030-35	2035-40
Adoption of Villages by the University for overall development	5	8	10
Social Outreach Programs	50	100	100
Kisan Mela	5	5	5

1. Engaging local community for social development & entrepreneurship.
2. Centre for social and community Services.
3. Enhance institutional support, encouragement and participation for student-led socially relevant activities.
4. Skill development Programs for local community.
5. Strengthening our contribution to national and global policymaking.
6. Establishing collaborations with central and state government ministry and agencies, and other leading institutions within the country.

School of Nursing

INSTITUTIONAL DEVELOPMENT PLAN

The School of Nursing, established in 2004, operates under the umbrella of Desh Bhagat University, located in Mandi Gobindgarh. The School of Nursing is accredited by the Indian Nursing Council (INC) and Punjab Nursing Registration Council (PNRC), ensuring quality nursing education. The Institutional Development Plan (IDP) for the School of Nursing at Desh Bhagat University aims to improve nursing education by updating the curriculum, enhancing faculty skills, and expanding facilities. It also focuses on giving students practical training, research opportunities, and involvement in health Awareness programs.

Short-Term Goals (1–5 Years)

1. Encouraging Staff Research Projects and Conferences: Institute Will Organize events like seminars and conferences where different subjects come together.
2. Alumni Networking: Building a strong alumni network to get their help and ideas for improving how the institution is run and how it grows.
3. Skill Development Workshops and Faculty development programs: Organizing workshops to help students learn soft skills, leadership, and job-related skills. Also, conducting training programs to help teachers grow and stay updated in their fields.

Long-Term Goals (5–15 Years)

1. **Library:** Develop a modern, digital-friendly library with expanded resources and study spaces.
2. **Health Awareness activities:** Regularly conduct health and wellness programs for the community Welfare.

Event Details

S. No	Activities
1.	World Leprosy Eradication Day
2.	National Black HIV Awareness Day
3.	National Immunization Day
4.	World TB Day
5.	World Health Day
6.	International Nurses Day
7.	National cancer Survivors Day
8.	World Blood donation Day
9.	World hepatitis Day
10.	World Breast feeding week
11.	National Mental Health Day
12.	World Immunization Day
13.	World Diabetes Day
14.	World AIDS Day
15.	National Seminar
16.	Workshop
17.	Conference
18.	Expert Talk

PG School of Ayurveda and Research

Desh Bhagat Ayurvedic College & Hospital and Desh Bhagat Hospital (NABH ACCREDITED) is a part of Desh Bhagat University , Village Saunti, Amloh Mandi Gobindgarh road Punjab India .It is a multispecialty health care institution, ACCREDITED BY THE National accreditation Board for Hospitals and Healthcare Provides providing Standardized and quality treatment to patients with specialized medical , nursing staff and medical equipment.

It is a best-known type of Multispecialty hospital which typically has a 24 x 7 emergency department to treat health problems.

VISION: -

Becoming a trusted and integral part of the community by providing high-quality, accessible, and affordable healthcare.

This includes serving diverse populations, including those who may be underserved, and promoting research and education to advance healthcare. It shall emphasize on patient-centred care, compassion, and building long-term relationships with patients and their families.

Desh Bhagat Ayurvedic Hospital is fully equipped, facility with experienced staff .The hospital features authentic & conventional Ayurvedic techniques to provide patients the holistic approach in the

Ayurvedic Treatment We offer various treatments with personal care to all our patients. The hospital complex has different OPD's with separate Panchkarma therapy unit, IPD, X-Ray, ECG, Operation Theatre, Labour Room, Computerized clinical Laboratory.

24x7 emergency & ambulance services ^{are} available.

Both the Hospital's has been actively extending their services to the community (Catchment area Villages within a Radius of 15Km) in multiple ways under Corporate Social Responsibility and community Engagement Programs

Also Offering Diverse Medical Services like wellness Health, Holistic Health, Panchkarma, Physiotherapy, Acupuncture Therapy treatment.

Desh Bhagat Ayurvedic Hospital & Desh Bhagat Hospital has been organizing and shall be organizing the following under extension of services to society

1. **Mega Health Checkup Camps** – with team of expert Specialized Qualified Doctors , well trained Paramedical staff and support staff
2. **Awareness talks** – at multiple levels both in house (at Desh Bhagat University & Outreach) – with a motive of EACH ONE TEACH ONE
 - **Interdepartmental**- For all the employees of Desh Bhagat University, Teaching – Non-Teaching Faculty, Class 3, Class 4 Employees as per their needs.
 - **Locally** :- Catchment area villages – specially to our 5 adopted villages Saunti, Salani, Jalalpur, Khumbna & Tooran - for Health care workers, MGNREGA workers, Villagers, Sarpanches , Panches and other vulnerable citizens of the society like –Patients suffering from Chronic Ailments like Diabetes, Kidney Disorders, Arthritis, Drug addicts – undergoing deaddiction etc.
 - **Regional / District level Awareness Talks** – by inviting the District Fatehgarh Sahib Health care authorities about the various programs run by the Government for, Children, Elderly, Pregnant women, Disease Specific, Drug Deaddiction etc.
 - **School Health awareness talks** – by visiting the schools (Primary & Secondary) of the catchment area villages – to spread awareness about -General Health of school students, deworming, immunization, Swarnprashan etc. – which also shall include interaction with Parents.
3. **Blood Donation Camps** – Biannually in association with Lions Club of Amloh & Mandi Gobindgarh – with collaboration with Blood collection team from Government Medical Hospital Patiala & Government Medical Hospital Sector 32 Chandigarh.

Collaborations & Tie ups: -

1. Catchment area Villages beyond 15 kms radius
2. Schools - for Biannual Health checkup Eye sight checkup of students
3. Industries – For Biannual Health & Eye Checkup of their Employees
4. Yudh Nasheyen De Virrudha – 100 beds allocated by the Government
5. We are actively running the Yoga Program – CM Di Yogshala

MEASURES TO ENSURE SUSTAINABILITY BEYOND THE 5 YEAR PERIOD

1. Year wise activities will be documented.
2. Provision for sustainability will be created
3. Monitoring system will be established.
4. Outcome of the sustainability will be reviewed

School of Pharmacy

INSTITUTIONAL DEVELOPMENT PLAN

The main aim of the IDP for the School of Pharmacy is to build a strong foundation for advanced research, innovation, and industry collaboration. The goal is to improve research quality, encourage innovation, and provide solutions to real-world problems in health, education, and the environment.

Short-term and long-Term Goals

1. Improve research standards by actively participating in and hosting high-quality conferences and seminars.
2. Establish and nurture robust industry and Hospital collaborations to effectively connect academic knowledge with real-world applications.
3. Organize regular health awareness activities and Community Welfare programs to educate and promote well-being within the community and encourage social responsibility and engagement.
4. Support ongoing faculty development by organizing skill enhancement workshops and comprehensive Faculty Development Programs.
5. Develop and strengthen a dynamic and actively involved alumni network to contribute to the growth and success of the institution.
6. Encourage interdisciplinary research initiatives to boost innovation and academic excellence.
7. Implement impactful community welfare programs to encourage social responsibility and engagement.
8. Establish a state-of-the-art digital library with advanced technological resources to support academic excellence.
9. Strengthen research quality by promoting innovative projects and encouraging collaborative efforts.

Event

Sr. No	Event Name
1	World Cancer Day
2	Expert Talk
3	National Pharmacy Education
4	Code of Pharmaceutical Ethics
5	Hospital Visit (Pharm D)
6	Awareness Camp on Depression
7	Awareness Camp on Malaria
8	Workshop
9	Hospital Visit (B Pharmacy 2nd Sem)
10	Health Awareness Camp
11	World Pharmacist Day
12	Medicine Awareness and Donation Drive
13	Community Visit (World Mental Health Day)
14	National Pharmacy Week

15	World Antibiotic Awareness Week
16	Conference

Infrastructure Development Plan

Vision Statement

To build a world-class educational and research environment through sustainable, inclusive, and digitally empowered infrastructure that supports academic excellence, innovation, and global collaboration.

Strategic Objectives

1. Establish new academic and research spaces.
2. Upgrade and expand existing infrastructure.
3. Develop a future-ready digital and ICT ecosystem.
4. Enhance connectivity, collaboration, and sustainability.
5. Acquire land to support future growth.

Infrastructure Plan Breakdown

1. Construction of New Academic and Research Departments

Goals:

- Introduce multidisciplinary departments.
- Create innovation and research hubs.

Key Activities:

- Identify departmental needs through stakeholder consultation.
- Design and construct energy-efficient academic blocks.
- Integrate research labs, seminar halls, and innovation centers.

Timeline: Phase I (Year 1–2)

Resources Required: Architectural services, civil contractors, academic planners, funding allocations.

3. Expansion of Existing Blocks

Goals:

- Increase capacity for students and faculty.
- Optimize utilization of space.

Key Activities:

- Conduct structural assessments of current blocks.
- Plan vertical expansions and internal refurbishments.
- Introduce modular classrooms and shared faculty rooms.

Timeline: Phase II (Year 2–3)

Resources Required: Structural engineers, MEP consultants, renovation funds.

3. Additional Land Acquisition

Goals:

- Secure land for long-term expansion.
- Ensure environmental and legal compliance.

Key Activities:

- Identify suitable land parcels adjacent to current campus.
- Coordinate with government agencies for approvals.
- Allocate funds and complete legal formalities.

Timeline: Ongoing throughout 5-year plan

Resources Required: Legal advisors, government liaisons, land valuation experts.

4. Framework for Digital & ICT Infrastructure and Roadmap

Goals:

- Transform into a digitally-enabled campus.
- Improve academic delivery and data-driven governance.

Key Activities:

- Create a 5-year ICT roadmap.
- Upgrade internet bandwidth and Wi-Fi coverage.
- Implement ERP systems, e-learning platforms, and AI-powered analytics.

Timeline: Phase I–III (Year 1–5)

Resources Required: IT partners, cyber security consultants, software vendors.

5. Developing the Digital Infrastructure

Goals:

- Build scalable, secure, and accessible digital platforms.

Key Activities:

- Establish data centers, cloud-based services.
- Adopt LMS (Learning Management Systems), virtual labs.
- Digitize administrative and academic workflows.

Timeline: Continuous (Year 1–5)

Resources Required: Data engineers, cloud service providers, system integrators.

6. Developing Supportive and Facilitative Infrastructure

Goals:

- Enhance the overall learning and working environment.

Key Activities:

- Build faculty lounges, student activity centers, wellness zones.
- Improve cafeteria, hostel, and transport infrastructure.
- Ensure campus-wide green spaces and mobility support.

Timeline: Phase II–III (Year 3–5)

Resources Required: Interior designers, landscape architects, community planners.

7. Infrastructure for Networking and Collaborations

Goals:

- Enable global academic and industry partnerships.

Key Activities:

- Construct conference halls, international guest houses, and innovation incubators.
- Install advanced video conferencing and collaboration tools.
- Design dedicated spaces for joint research and industry interface.

Timeline: Phase II–III (Year 2–5)

Resources Required: Collaboration software, partnership MOUs, visiting faculty infrastructure.

Monitoring and Evaluation

- **Infrastructure Development Committee (IDC):**
- **Progress Reviews:** Quarterly reports, stakeholder feedback, performance KPIs.
- **Digital Dashboard:** For real-time tracking of projects and expenditure.