



# SARALA BIRLA UNIVERSITY

Sarala Birla University Act. 2017 of the Jharkhand Act. 13, 2017, Established under section 2(f) of UGCAct.1956

## INSTITUTIONAL DEVELOPMENT PLAN FOR 2020-2030

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## Index

Sl. No.	Particulars	Page No.
1	Genesis and Evolution of Sarala Birla University	4-6
2	Vision, Mission of Sarala Birla University	7
3	Social and Academic Mission	8-10
4	SWOC Analysis of SBU	11-16
5	Short Term Goals	17
6	Intermediate Goals	17
7	Long Term Goals	18
8	Conclusion	18





## **1. Genesis and Evolution of Sarala Birla University, Ranchi**

Sarala Birla University is a self-financed private unitary university. The Sarala Birla University Act, 2017 (Jharkhand Act. 13, 2017) has been passed by the Legislative Assembly of Jharkhand in 2017. The Sarala Birla University Act 2017 has been published in the Jharkhand Gazette on 4th July vide the Law Department Notification No. 504 dated 4th July 2017. As per the Act 2017 the Management of the university is carried out by a Board of Governors headed by Smt. Jayashree Mohta, Honorable Chairperson, Bharat Arogya & Gyan Mandir and the first Chancellor of Sarala Birla University.

The SBU, Ranchi campus is situated amidst the verdant surroundings, stretching over nearly 60 acres of land owned by Bharat Arogya & Gyan Mandir at Birla Campus, Village - Ara, P.O. – Mahilong, Ranchi-Purulia Highway, Ranchi, and Jharkhand, India.

SBU, Ranchi has been established to create new benchmarks for quality education in various fields viz. Technical, Professional, General & Medicine Education in Jharkhand in particular & India and overseas in general.

SBU shall endeavor to promote the study of national integrity, social justice, secularism and democratic way of life, international understanding & scientific approach to the problems of the society.





Sarala Birla University has 11 Faculty Schools - Engineering & Computer Sciences, Commerce and Business Management, Pharmacy, Humanities and Linguistics, Nursing, Public Health & Clinical Technology, Legal Studies, Applied Sciences, Journalism & Mass Communication, Art, Culture & Sports, Yogic Sciences & Naturopathy, Social Sciences. All these Schools offer UG, PG and PhD Programs leading to degrees.

The University had a humble beginning with an admission of 77 students during 2018-19. At present, the total enrolment stands at around 2100 students 2022-2023.

At the Institution level, there is a dedicated team of highly qualified Faculty members and a Department of Student Affairs catering to the academic and holistic developmental needs of students.

In the year 2022-23 the institutional placement record was 80.59 % in the Faculty of Engineering and Computer Sciences, 97.18 % in the Faculty of Commerce and Business Management of Management, The highest compensation that was offered was 9.17 LPA, and several companies have offered a range of compensation between 4-6 LPA.

#### **Highlights of Sarala Birla University:**

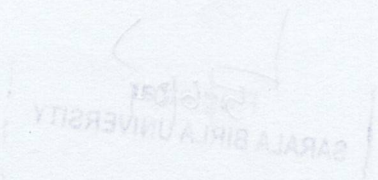
- A strong Placement and Training Department with a committed team, the placement being more than 90% of the eligible students.
- All the Schools / departments have competent faculty with more than 55% with a PhD degree and 115 research scholars are pursuing their doctoral degree programme.







- The International Affairs Office of the University has more than 10 MOUs signed with International Universities.
- The University also has an Incubator set up in the campus, for encouraging entrepreneurship amongst faculty and students.







## VISION OF THE UNIVERSITY

To build an egalitarian global society based on national integrity, equality, social justice, secularism, freedom & fraternity, international understanding and scientific approach to the problems of the society, as enshrined in the constitution of India through various modes of teaching-learning process and supported by curricular and co-curricular activities..

## MISSION OF THE UNIVERSITY

To Develop Well-Motivated Global Leaders Who Will Be Intellectually Competent, Morally Upright, Socially Committed, Spiritually Inspired and 'स्वान्तः सुखाय' To Propagate The Philosophy of 'वसुधैव कुटुम्बकम्'.

### Our Priorities

- Transforming our University into a centre of excellence.
- Integral growth of our students to bring social and economic change in our society.
- To develop state-of-art physical infrastructure of the University to achieve our vision and mission.
- To globalize through international collaborations and exchange of students and faculty.
- To strive for excellence in teaching and research.





- To inculcate best global practices in our students through widespread global knowledge and technology.
- To empower our faculty at par with global standard and exposure to constantly develop new skills & excel professionally.
- To provide the best campus environment to students & faculty with all facilities to nurture their interest.
- To encourage unity in diversity, inclusiveness and altruistic approach towards environment & climate change.

### **Social and Academic Mission**

The Sarala Birla University is dedicated to fostering a diverse and inclusive community that engages with and serves society through excellence in teaching, research, and ethical leadership. Grounded in a commitment to social responsibility, we strive to address pressing societal challenges and cultivate ethical leaders who contribute to positive social change. Our academic mission is centered on providing a transformative education that prepares students for success in a rapidly evolving world, advancing knowledge through innovative research and fostering a global perspective. Through continuous improvement and a focus on student success and support, we empower our community to thrive and make meaningful contributions to the world.





## **Academic Mission:**

### **1. Excellence in Teaching and Learning:**

- Declare the university's dedication to providing high-quality education that prepares students for success in their chosen fields.
- Highlight innovative teaching methods, supportive learning environments, and faculty expertise.

### **2. Research and Innovation:**

- Communicate the university's commitment to advancing knowledge through cutting-edge research and fostering a culture of innovation.
- Showcase notable research achievements, interdisciplinary collaborations, and support for faculty and student research endeavors.

### **3. Student Success and Support:**

- Emphasize the university's focus on supporting student success both inside and outside the classroom.
- Discuss academic advising, mentorship programs, career services, and other resources aimed at helping students achieve their academic and personal goals.

### **4. Global Perspective:**

- Highlight the importance of global awareness and cross-cultural understanding in the university's academic programs and research initiatives.
- Discuss opportunities for international study, multicultural experiences, and partnerships with institutions around the world.





## 5. Continuous Improvement:

- Express the university's commitment to continuous improvement and academic excellence through assessment, evaluation, and strategic planning.
- Mention initiatives to enhance curriculum, teaching effectiveness, student learning outcomes, and institutional effectiveness.





## SWOC Analysis of Sarala Birla University

SWOC analysis (Strengths, Weaknesses, Opportunities, Challenges) of Sarala Birla University, Ranchi

### 1. Strengths

- **Academic Excellence:** Sarala Birla University, Ranchi boasts a reputation for academic excellence, offering a wide range of programs across disciplines and maintaining high standards of teaching and research.
- **Modern Infrastructure:** The University has State-of-the-Art Infrastructure, including well-equipped laboratories, libraries, and campus facilities, providing students with a conducive learning environment.
- **Experienced Faculty:** The University attracts experienced and highly qualified faculty members, fostering a culture of excellence in teaching, research, and mentorship.
- **Industrial Collaboration:** Strong partnerships with industries and businesses facilitate internships, research projects, and placements, enhancing student's practical skills and employability.
- **Research Focus:** Sarala Birla University, Ranchi prioritizes research and innovation, establishing research centres and encouraging faculty led projects to advance knowledge and contribute to societal development.
- **Global Exposure:** Through Exchange Programs and International Collaborations, the university offers students opportunities for global exposure,





cultural immersion, and academic enrichment.

- **Entrepreneurial Ecosystem:** The University fosters an entrepreneurial ecosystem, offering support for start-up ventures, innovative challenges, and entrepreneurship courses to nurture budding entrepreneurs among students and alums.
- **Student Support Services and Facilities:** Comprehensive student support services, including counseling, career guidance, and extracurricular activities, promote holistic development and well-being among students. The Campus also has laudable student support Facilities like Sports Ground, Health Care Centre, ATM, Hygienic Food Court and Cafeteria
- **Institutional Reputation:** Sarala Birla University, Ranchi has built a solid institutional reputation based on academic excellence, alum achievements, and contributions to society, attracting students and faculty from across the country.
- **Flexibility in Curriculum:** The University offers a flexible curriculum, allowing for interdisciplinary studies, electives, and experiential learning opportunities, catering to the diverse interests and career goals of students.

## 2. Weaknesses

- **Financial Dependency:** Dependency on tuition fees and limited access to government funding may pose financial challenges, hindering investments in research, infrastructure, and faculty development.
- **Regulatory Compliance:** Ensuring compliance with regulatory requirements, accreditation standards, and government policies can be complex





and time-consuming, diverting resources and attention from core academic activities.

➤ **Perception Issues:** Despite academic excellence, perception issues regarding quality and credibility may exist, particularly compared to older and more established institutions.

➤ **Faculty Retention:** High retention rates among faculty members is important in competitive fields. Low faculty retention can disrupt academic continuity, research projects, and student mentorship.

➤ **Limited Resources:** Resource constraints, such as limited access to library resources and industry collaborations, may hamper research activities and academic pursuits.

➤ **Infrastructure Maintenance:** Maintaining and upgrading infrastructure to keep pace with technological advancements and growing student populations can strain financial resources and administrative capacities.

➤ **Student Diversity:** Diversity and inclusivity among student populations may need to be improved regarding access, retention, and support.

➤ **Curriculum Rigidity:** Despite flexibility, curriculum rigidity or slow adaptation to emerging fields and industry demands may hinder student's relevance in the job market.

➤ **Brand Awareness:** Building and maintaining a solid brand identity and reputation requires sustained marketing efforts and strategic positioning.

➤ **Governance Challenges:** Governance issues, such as transparency, accountability, and stakeholder participation, may arise, particularly in institutions





with complex administrative structures.

## Opportunities

- **Digital Learning:** Leveraging technology and online platforms can expand access to education, reach remote learners, and offer blended learning programs.
- **Government Initiatives:** Collaborating with government initiatives presents opportunities for collaboration, funding, and program alignment to address national priorities.
- **Global Partnerships:** Strengthening ties with International Universities can facilitate knowledge exchange, joint research projects, and student mobility.
- **Professional Development:** Investing in Faculty Development Programs and Research Grants can enhance faculty expertise and academic collaborations.
- **Community Engagement:** Engaging with local communities through outreach programs and service-learning projects can foster civic responsibility and cultural exchange.
- **Interdisciplinary Research:** Encouraging interdisciplinary research collaborations can address complex societal challenges and stimulate innovation.
- **Alumni Engagement:** Building robust alumni networks and involving alums in mentorship programs can strengthen institutional ties and support student success.
- **Specialized Programs:** Special programs can attract students and faculty with specific interests and contribute to knowledge creation and dissemination.
- **Infrastructure Development:** Investing in sustainable infrastructure





projects can improve operational efficiency and enhance the campus experience.

## Challenges

- **Competition:** Intense competition from other Private Universities and Public Institutions can challenge Sarala Birla University to differentiate itself and maintain market relevance.
- **Financial Sustainability:** Ensuring long-term financial sustainability amidst fluctuating revenue streams and rising operational costs requires prudent economic management.
- **Adaptation to Change:** Rapid technological advancements and changes in market demand necessitate agility and adaptability in curriculum development and institutional strategies.
- **Quality Assurance:** Maintaining academic quality and institutional reputation amidst changing regulatory frameworks requires robust quality assurance mechanisms.
- **Faculty Recruitment and Development:** Attracting and retaining qualified faculty members and providing them with competitive salaries and research support is essential for faculty satisfaction and institutional excellence.
- **Infrastructure Up gradation:** Balancing the need for infrastructure upgrades with limited resources and competing priorities can pose challenges in prioritizing investments.
- **Access and Inclusivity:** Enhancing access to education and promoting inclusivity among diverse student populations requires targeted outreach efforts







and support services.

- **Leadership and Governance:** Effective leadership and transparent governance structures are essential for fostering a culture of trust and collaboration within the university community.

This SWOC analysis provides a comprehensive overview of the internal and external factors. Influencing Sarala Birla University, performance and strategic direction, highlighting areas of strength, weakness, opportunity, and challenges (SWOC) for consideration in planning and decision-making processes.





### **Institutional Strategic Plan based on SWOC Analysis**

- Building on our strengths and heading towards UGC recognition under section 12(B) of UGC Act, accreditation/ranking from central agencies. To raise the standard of already available courses by making them more pertinent, skill focused, and responsive to market demands, as well as to introduce Add-on need based courses from NSQF to enhance students' employability.
- To adopt novel methods (e.g. Digital) of course deliver and to improve evaluation methods.
  - To improve physical and digital infrastructure.
  - To make teaching learning process more effective by introducing digitally-enabled classrooms, ICT integrated teaching and trained faculty in innovative teaching methodology.
- Encourage greater collaboration between organizations addressing a social issue to increase students' social responsibility and awareness.

Based on the SWOC analysis the institutional plan is classified in to (i) Short term plans (ii) Intermediated plans (iii) Long term plans.

#### **Short Term Goals**

- Introducing new courses and strengthening existing course
- Improving digital infrastructure.
- Enhancing the standard of the educational programmes .
- Increasing students' sense of social responsibility and civic awareness





### **Mid Term Goals**

- Improving Physical infrastructure
- Faculty development and enrichment
- To increase Research & IPR infrastructure.
- Ensuring the Eco-friendly and Green Campus
- Emergency response facilities

### **Long Term Goals**

- Improving financial infrastructure
- Promoting more edge cutting research laboratories
- Promoting sustainability initiatives on campus
- Promoting more international collaboration, exchange programs, and partnerships with institutions around the world

### **CONCLUSION**

It is the earnest desire of Sarala Birla University to evolve into an Institution of Eminence through meticulous implementation and operation of the Institutional Development Plan as conceived and elaborated above. The institution is committed to realize its aspirations through appropriate allocation of time, institutional and personnel energy and revenue generation/mobilization towards its set goals.