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## **RATHINAM GLOBAL DEEMED TO BE UNIVERSITY**

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## **15 YEAR STRATEGIC DETAILED PROJECT REPORT**

**TABLE OF CONTENTS**

<b>S. NO</b>	<b>DETAILED PROJECT REPORT - CONTENTS</b>	<b>PAGE NO</b>
1.	<b>Executive Summary</b>	<b>3</b>
2.	<b>Chapter 1 - Preamble of Rathinam Global Deemed to be University</b>	<b>10</b>
3.	<b>Chapter 2 - The sponsoring body</b>	<b>15</b>
4.	<b>Chapter 3 - Infrastructure, Programs and Faculty Resources</b>	<b>29</b>
5.	<b>Chapter 4 - Adaptation of NEP 2020</b>	<b>74</b>
6.	<b>Chapter 5 - 15 Year detailed Strategic Vision Plan</b>	<b>87</b>
7.	<b>Chapter 6 - Conclusion: Realizing the Rathinam Global DTBU</b>	<b>159</b>
8.	<b>Chapter 7 – Legal Undertaking for Corpus Fund</b>	<b>160</b>

# ***Executive Summary***

## EXECUTIVE SUMMARY

### RATHINAM GLOBAL DEEMED TO BE UNIVERSITY (RATHINAM GLOBAL DTBU)

Rathinam College of Arts and Science, Coimbatore (Rathinam College), leveraging on its vision and performance, is aspiring to evolve into Rathinam Global Deemed To Be University (Rathinam Global DTBU). This institution exemplifies a unique blend of academic rigor and innovative practices. Rathinam College has developed an exceptional campus, integrating Research Facilities, Incubation Centers, and Technology Parks alongside the SIDCO Industrial Estate (Small Industries Development Corporation). In addition, the campus also includes a sports emporium, residential facilities and other educational Institutions. At the heart of this multifaceted campus is the Rathinam College, serving as the pivotal entity driving this amalgamation of academia and Technology development.

Rathinam College, distinguished with an A++ NAAC grade (CGPA of 3.60), operates as an autonomous institution and hosts over 5000 students. It is frequently listed among India's Top 150 educational institutions by various ranking agencies, including NIRF. The college has elevated its Industry-Institute collaboration through strategically designed, industry-centric Centers of Excellence on its campus and an industry-influenced curriculum. This approach has garnered top innovation accolades for Rathinam from AICTE and NIRF. These Centers of Excellence serve as conduits connecting Rathinam Technology Park, Incubation Centers, and Research Hubs within the campus. This robust framework not only highlights the aspiring Rathinam Global DTBU's dedication to academic excellence but also guarantees that its students receive a cutting-edge education, aligning with the NEP 2020 vision for future readiness.

Banking on the experience of half a century in education, the Rathinam Group in the past 20 years has transformed itself rapidly from a matriculation school into a sprawling educational complex accommodating about 9000 students across a range of levels from pre-KG to Ph.D. Rathinam Group has demonstrated exceptional educational management capabilities by rapidly growing institutions with top accreditations. These include the Rathinam International Public School, Rathinam Technical Campus, Rathinam Technology

Parks, and the AIC RAISE Incubation Centre, all of which have achieved significant national recognitions.

The envisioned Rathinam Global Deemed To Be University (DTBU) is situated in a setting rich with unparalleled opportunities. The campus serves as a dynamic collaborative hub, home to over 30 companies and a technology workforce exceeding 4000, fostering a remarkable synergy that significantly enhances student achievements. This collaboration is further strengthened by the establishment of 5 Centers of Excellence, each dedicated to specific NextGen Technologies and developed in partnership with leading industries. This arrangement offers students direct exposure to real-world corporate environments and practical learning experiences, aligning with the NEP 2020's objective of connecting academia with industry. The impact of this approach is evident in the outstanding placement results, with graduates securing highly valued job positions, featuring packages as high as 58 lakh per annum, and an impressive average salary of around 5 lakh per annum.

The Research Cell at the proposed Rathinam Global Deemed To Be University (DTBU) has successfully acquired over Rs. 5 crores in Grant-in-Aid, courtesy of various programs from DBT, DST, AR & DB, DRDO, and UGC. In acknowledgment of its innovation prowess, the institution was awarded an Atal Incubation Centre (AIC RAISE) with a grant of Rs 10 crore from NITI AAYOG. AIC-RAISE is now ranked among the top 15 Incubation Centers nationwide and has additionally garnered grants totalling Rs 4 crore from Startup India, as well as Rs 50 lakh each from ICICI and the Tamil Nadu Startup Mission. These funds recognize the Rathinam exceptional capabilities in fostering innovation and supporting startups.

In the proposed Rathinam Global Deemed To Be University (DTBU), the Centers of Excellence, Research HUB, and AIC RAISE Incubation Centre are poised to be pivotal in accelerating student development. These collaborative efforts have also garnered accolades from the Ministry of Education's Innovation Cell - Institution's Innovation Council (IIC), distinguishing the institution as one of the top-performing institutions in the country.

As Rathinam College progresses towards its transformation into a deemed university, the envisioned Rathinam Global DTBU is set to adopt more innovative educational models. These models include initiatives like Minor Degree programs, Inter-departmental courses,

flexible options for multiple-entry and exit points, and On-demand Examinations, all of which are integral aspects of the NEP's vision. Such advancements aim not only to provide world-class educational experiences but also to uphold a commitment to sustainability. This ambition reflects the institution's longstanding focus on fostering innovation and making a meaningful societal impact. Moving forward, Rathinam Global DTBU is ideally positioned to continue promoting academic excellence, innovation, and research, adhering to values of excellence and integrity. In doing so, it will solidify its status as a beacon of educational and societal transformation, aligning with the NEP 2020's vision of creating societal impact through quality education, research, and innovation.

In the current academic year, the realm of scholarly publications has seen significant contributions, with a total of 633 academic and research works being published. This includes 289 articles in UGC-listed journals, 47 in Scopus-indexed journals, and 17 in journals listed in the Web of Science. Additionally, there have been 156 conference proceedings, 18 books, and 106 chapters in various books published. Alongside these, 12 patents have been successfully filed and published, marking a notable achievement in the academic sphere.

Rathinam College has exhibited stellar performance in a wide range of co-curricular and extracurricular activities as well. The institution's students have consistently excelled in Hackathons at national levels, including those organized by the Ministry of Education-Innovation Cell and the Smart India Hackathons in 2020 and 2022. They have also achieved commendable success in the Vibrant India Hackathon, hosted by the Gujarat State Government in 2023. Additionally, the college boasts of securing seven state-level prizes in various hackathons sponsored by prominent industries and educational institutions. In technical competitions conducted by various organizations, Rathinam College has carved itself a unique distinction by winning 35 prizes in a year.

The college's cultural teams have also been successful, securing over 18 prizes, alongside notable achievements in sports and games with 10 prizes. In the realm of sports, Rathinam has excelled phenomenally with all around performances. Few of the excelling successes at the state and national level in the last two years are:

- Men's Kabaddi and Football teams have triumphed as champions in the University level, Volleyball and Basketball Men's teams at the zonal level.
- The college's Kabaddi, Football, and Volleyball teams have won seven State Championships.
- 15 Rathinam players have represented Bharathiar University in the All-India South Zone Inter University Tournaments.
- Two football and two Volleyball players have represented the Tamil Nadu State Team at the KHELO INDIA YOUTH GAMES 2024.
- Two Volleyball players have represented in the Kerala State Volleyball Championships.
- A women Kabaddi player represented Kerala State Team in the All-India Senior National Championship Tournament.

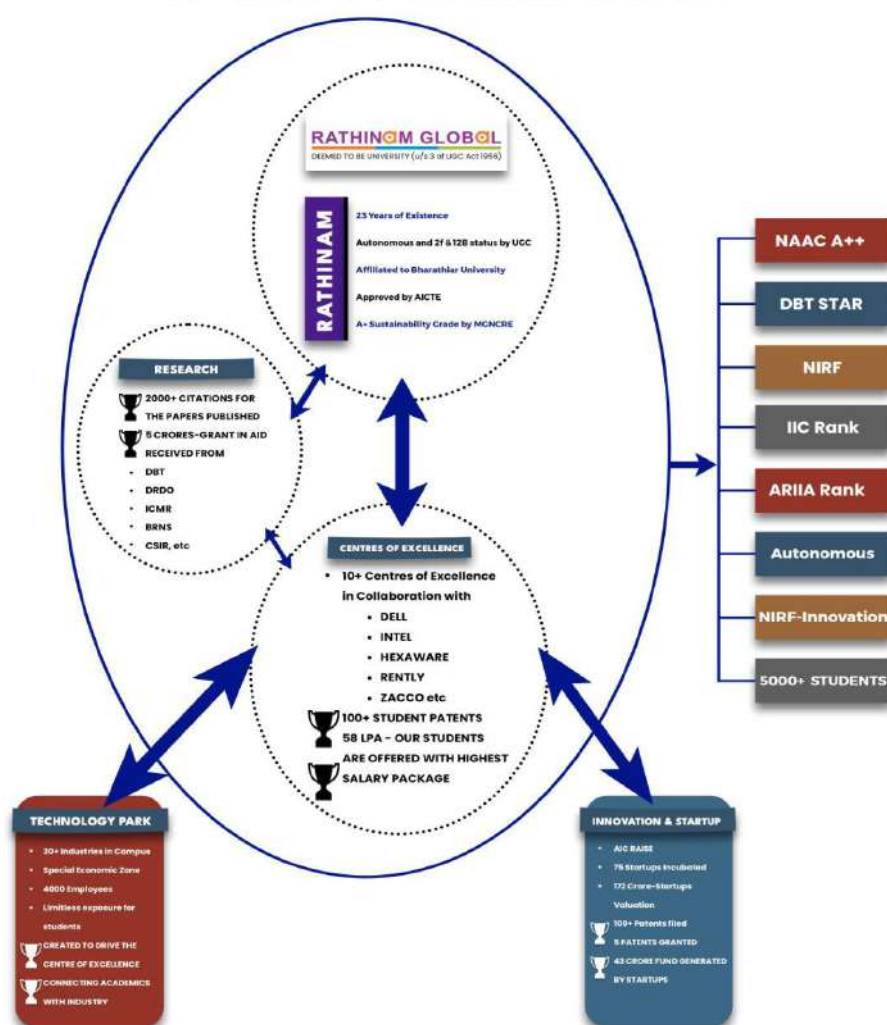
The college has been awarded A+ Sustainability Grade by the Mahatma Gandhi National Council of Rural Education (MGNCRE), to recognize the initiatives of NSS units for maintaining the campus green and clean. And also, NSS has received accolades from Shanthi Ashram, and Rotary Club of Coimbatore for various extension activities. Beyond the comprehensive outreach endeavours undertaken by the National Service Scheme (NSS), the institution proudly operates a community radio station, "Rathnavani 98.0," which stands as a luminary beacon, casting light on a spectrum of community awareness initiatives. These programs meticulously curated, span an array of critical topics from wellness and health to societal issues and the dissemination of scientific understanding. Rathnavani has achieved commendable milestones, notably completing projects sponsored by the Department of Science & Technology (DST), such as Ariviyal Palagai. This particular project has been instrumental in the popularization of scientific knowledge and fostering a scientific temper among the community. In recognition of its substantial contributions towards societal empowerment through development programs, Rathnavani has garnered accolades from UNESCO and Ministry of Information and Broadcasting, Govt. of India affirming its pivotal role in nurturing an informed and empowered society.

The vibrant NCC unit in rathinam plays a crucial role in nurturing motivated youths with leadership qualities. Rathinam NCC Cadets have consistently qualified to represent in the Republic Day Parade at both national (New Delhi) and state (Chennai) capitals, marking



significant achievements for the institution. The institution's remarkable achievements in academia, research, extracurricular activities, and community outreach have magnetized 290 international students from 25 countries, compelling them to enrol in a diverse array of undergraduate, postgraduate, and research programmes. This underscores the institution's global allure and commitment to fostering an inclusive educational milieu.

## UNIQUE RATHINAM ECO SYSTEM FOR EDUCATION & INNOVATION





## **CHAPTER-1: PREAMBLE**

**CHAPTER-1****PREAMBLE OF RATHINAM GLOBAL DEEMED TO BE UNIVERSITY**

<b>S. NO</b>	<b>INDEX</b>	<b>PAGE NO</b>
1.1	Prelude	10
1.2	Need for more Universities in Coimbatore	12

## CHAPTER-1

### PREAMBLE OF RATHINAM GLOBAL DEEMED TO BE UNIVERSITY

#### 1.1 Prelude

The envisioned transformation of Rathinam College of Arts and Science (RCAS) into Rathinam Global Deemed To Be University represents a natural progression in its unique educational journey. Founded by Dr. Madan A. Sendhil, inspired by Carnegie Mellon University in the USA, RCAS was established in 2001 as the initial step towards realizing a grand vision: a knowledge-centric township. Spanning 70 acres, this township integrates Educational Institutions, Research Hubs, and Technology Parks. It encompasses Rathinam Technical Campus, Rathinam Institute of Management, Rathinam International Public School, Rathinam School of Architecture, Rathinam College of Physiotherapy, and Rathinam College of Pharmacy. Additionally, the Rathinam Technology Park, home to over 30 IT/ITES Companies, and the Atal Incubation Center (AIC Raise) sponsored by NITI Aayog, are key components of this comprehensive educational and technological hub.

#### • Educational Excellence of RCAS

RCAS, affiliated with Bharathiar University, approved by AICTE, and recognized by the UGC under sections 2f & 12B, gained its autonomous status in 2013. The institution is celebrated for its dedication to quality education and research excellence. It focuses on imparting technical expertise, encouraging innovation, and developing skills for the 21st century, preparing students for an ever-changing global landscape. Offering a broad range of academic options, RCAS includes 29 Undergraduate, 13 Postgraduate, and 8 Research (Ph. D) programs, serving over 5200 students under the guidance of 296 faculty members. The college also boasts a significant international presence, with more than 290 international students from 25 countries enrolled in its UG and PG programs. As part of the Ministry of Education's (MoE) Study in India Programme, RCAS plays a pivotal role in showcasing Indian education on the global stage.

**Significant Accreditation and Rankings – Journey towards DTBU**

On its path to becoming a Deemed to be University (DTBU), Rathinam College of Arts and Science (RCAS) has earned several prestigious accreditations and rankings, underscoring its dedication to academic superiority and institutional quality. The National Assessment and Accreditation Council (NAAC) bestowed upon it the highest grade of “A++” with a CGPA of 3.60, a testament to the institution's outstanding academic standards and educational quality.

In 2023, RCAS was recognized under the DBT Star College Scheme by the Department of Biotechnology, Ministry of Science and Technology, Government of India, New Delhi. This recognition aimed to enhance the departments of Biotechnology, Computer Science, Mathematics, Microbiology, and Physics.

RCAS has consistently been ranked among the top 150 institutions in India for six consecutive years by the National Institutional Ranking Framework (NIRF). Additionally, in the Atal Ranking of Institutions on Innovation Achievements (ARIIA) of 2022, RCAS was acknowledged in the "PERFORMER" band. Also, the Institution Innovation Council (IIC), Ministry of Education has awarded RCAS the highest rating of 4 stars in IIC Ranking-2023, recognizing its efforts in promoting entrepreneurship and innovation.

**Holistic Education Inclusive of Entrepreneurial skills and Innovation Progressing towards DTBU status**

Since its inception in 2021, the Rathinam Startup School within Rathinam College of Arts and Science has been a dynamic center for nurturing entrepreneurial abilities and sparking innovation among students. Its targeted programs have propelled students to excel in various national hackathons and contests, leading to significant accomplishments and acclaim. In 2021, the college also inaugurated a Center of Excellence for Artificial Intelligence (AI) and Machine Learning (ML), establishing a dedicated space for advancing skills and research in these innovative domains. This center is specifically tailored for in-depth learning, as well as research and innovation in AI and ML. Furthermore, the creation of the Research Hub in 2018 at Rathinam College marks a critical step in fostering an active research environment. This initiative is focused on developing a robust research culture

among students and faculty members, enhancing the institution's academic and investigative pursuits.

## **1.2 Need for more Universities in Coimbatore**

The expansion of higher education infrastructure in Coimbatore, a burgeoning educational hub in South India, is imperative for several reasons. Primarily, the increasing demand for quality education from a growing population of students, both local and from neighbouring states, necessitates more universities to accommodate this surge. Coimbatore, known for its industrial and technological prowess, stands to benefit greatly from an enhanced educational framework, fostering a symbiotic relationship between academia and industry. This would not only provide more opportunities for research and innovation but also drive economic growth through the development of a skilled workforce tailored to the needs of the region's industries. Moreover, the presence of more universities would facilitate a diverse range of academic disciplines, catering to a broader spectrum of interests and careers, thereby promoting inclusive education. The establishment of new universities in Coimbatore also holds the potential to alleviate the pressure on existing institutions, ensuring better quality education and infrastructure for students. Furthermore, it can lead to the creation of a more vibrant academic community, enhancing Coimbatore's reputation as a center of educational excellence in India.

In summary, the transition of Rathinam Group of Institutions to Rathinam Global Deemed To Be University would not only fortify Coimbatore's standing as an educational hub but also contribute significantly to the broader objectives of NEP 2020 in creating a holistic, more inclusive, research-oriented, and globally integrated higher education system in India.

## **CHAPTER-2: SPONSORING BODY**

**CHAPTER-2****THE SPONSORING BODY, PROFILE OF PROMOTERS, VISION, MISSION, CORE VALUES  
AND STRATEGIC OBJECTIVES**

<b>S. NO.</b>	<b>INDEX</b>	<b>PAGE NO.</b>
2.1	The Sponsoring Body & Profile of Promoters	15
2.2	Vision, Mission Statements of Rathinam Global DTBU	22
2.3	Core Values of Rathinam Global DTBU	24
2.4	Strategic Objectives of Rathinam Global DTBU	25



## CHAPTER-2

### THE SPONSORING BODY, PROFILE OF PROMOTERS, VISION, MISSION, CORE VALUES AND STRATEGIC OBJECTIVES

#### 2.1 Sponsoring Body

The sponsoring body of Rathinam Global DTBU is K. Palaniappa Memorial Educational Trust, which runs the Rathinam group of institutions.

The saga started in 1973, with a K.P.M. Matriculation school, Coimbatore. Right from its inception, the only motive of the Rathinam Group is giving the best in all forms. After making a healthy run in the industry for more than 20 years, Rathinam Group expanded. Now it is named to Rathinam Techzone, a campus with various institutions, encompassing the spectrum of Pre-KG to Ph.D. education and Technology Parks, including a Special Economic Zone (SEZ) and an Incubation Center AIC RAISE.

##### 2.1.1 The Management Committee

- |                   |                        |
|-------------------|------------------------|
| 1. Chairman       | - Dr. Madan A. Sendhil |
| 2. Director       | - Mrs. Shima Sendhil   |
| 3. Secretary      | - Dr. R. Manickam      |
| 4. Vice President | - Dr. B. Nagaraj       |
| 5. Advisor        | - Mr. R. Sundar        |
| 6. Advisor        | - Mr. K. Rajagopal     |

##### 2.1.2 Details of Institutions run by the Promoting Body

- Rathinam College of Arts and Science
- Rathinam Technical Campus
- Rathinam Institute of Management
- Rathinam School of Architecture
- Rathinam College of Physiotherapy
- Rathinam College of Pharmacy
- Rathinam College of Liberal Arts and Science @TIPS Global

- Rathinam School of Business @TIPS Global
- Rathinam School of Design & Architecture @ TIPS Global
- Rathinam School of Business @Wisdom Campus
- Rathinam College of Liberal Arts and Science, Bengaluru
- Rathinam School of Business, Bengaluru
- Rathinam International Public School
- KPM Matriculation Hr. Sec. School
- Rathinam Technology Park
- RAISE ATAL Incubation centre
- Rathinam Sports Academy
- Rathinam Shelters
- Rathinavani 90.8 Community Radio
- Rathinam Circle view

### **2.1.3 Brief Profile of the Key Personnel**

#### **Profile of Dr. Madan A Sendhil**

Dr. Madan A. Sendhil, Chairman of Rathinam Group of Institutions received his first professional degree - Bachelor of Engineering (BE) in Electronics and Communication from Coimbatore Institute of Technology (CIT), Coimbatore. His academic excellence in B.E made him possible to the University of Central Florida, United States for his Master of Science (MS) degree in Software Engineering. The successful completion of his MS degree endorsed him joining Motorola Industry located in Florida, United States as a Senior Software Engineer. His research ambition rewarded him Doctorate of Philosophy (Ph.D.) in Information and Communication Engineering from Anna University, Chennai.

With all his enlarged academic and industrial exposure, he aspired to create and replicate the academic and industrial culture under one roof like Carnegie Mellon University, United States, in India and especially in his place of birth, Coimbatore and that's the birth reason of "Rathinam Group of Institutions" (A Campus co-located with Educational Institutions, Technology Park, Research & Development, Startup Eco-System and Living). The make-change in Education gave him an identity as "Edupreneur". Under his Leadership,

the following Institutes are established, Rathinam College of Arts & Science, Rathinam Technical Campus (Engineering College), Rathinam Institute of Management, Rathinam School of Architecture, Rathinam International Public School, Rathinam College of Pharmacy and Rathinam College of Physiotherapy.

Apart from his educational interest, he is a “Man” passionate for Entrepreneurship right from his college days as evident by starting his first company “Hi-Tech Electronics” during his graduation study. To enumerate, he held the position as “Country Head of Timesys India Pvt. Ltd” and Founder & Entrepreneur of Trioz Technologies. His accomplishment of being an entrepreneur contends him to create an eco-system nurturing more entrepreneurs in Coimbatore. His dream came true in the name of “AIC RAISE (Atal Incubation Centre)”- with worth of Rs 10 Crores funded by NITI AAYOG, Govt. of India at Rathinam Campus to promote entrepreneurs in-and-around the city. He is the CEO of AIC RAISE.

Apart from his achievements, he received countless awards. To mention his significant awards includes Outstanding multi-dimensional personality Award from Indian Association, Florida, United States; Indian Power Entrepreneur Award from Tamil Association, United States; and for his education excellency, he received Edupreneur Award from Times of India group conferred directly by the Governor of Tamil Nadu and also UK Parliament honoured him with the prestigious award “The Leading Edupreneur of India” in 2022. Further, he was a member of Prime ministerial industry delegation to Japan and was the President of Coimbatore Football Association.

### **Profile of Mrs. Shima Sendhil**

Shima Sendhil has emerged as a transformative force in education and philanthropy. Currently serving as the Correspondent of Rathinam International Public School, Coimbatore (RPS), Shima's life is a testament to unwavering commitment and tireless efforts. Educated in a Kerala school recognized for its comprehensive approach, Shima pursued a major in Computer Science at the University of Central Florida, USA. Her journey in the United States was marked by resilience, funding her education through part-time jobs and government grants. A technical staff member at SIEMENS, USA, for five years, Shima returned to India and dedicated a year to teaching at KPM School, a Rathinam Group institution. Her four-year stint

as a technical writer at Mobax Networks, Coimbatore, provided valuable insights into the Indian working environment.

As Rathinam Group expanded, Shima's role evolved, and she actively participated in family businesses. Her dedication and innovation in education earned the RPS School a special award from the Governor for SMILE FOUNDATION ACTIVITIES. Shima's commitment to societal well-being extended to her directorial role at RATHINAM ARUMUGAM RESEARCH AND EDUCATIONAL FOUNDATION, where she organized impactful awareness programs on fire safety, helmet usage, and traffic safety. Recognized as a philanthropist, Shima initiated vocational training in medical transcription, focusing on empowering graduates from rural backgrounds. A staunch advocate for literacy, she led RPS children in contributing books to orphan children on World Literacy Day. Her commitment to entrepreneurship manifested in the Entrepreneur Development Cell at Rathinam Techzone, encouraging young minds to innovate and succeed.

Shima's passion for the environment is evident in her active involvement in tree plantation drives, including the Green Kalam Project. She organized a "Green World" fashion show, inspiring youth to appreciate and preserve nature. In recognition of exceptional women teachers, Shima presented Recognition Awards on International Women's Day. Her efforts were further acknowledged with the "Women Entrepreneur Award" from Karur Vysya Bank in 2013. Shima's influence reached international acclaim, with a US-based multinational company, VWR, recognizing her as one of the most inspirational women in 2012.

Her unwavering commitment and relentless efforts culminated in her selection as one of the 100 Women Achievers in India by the Ministry of Women and Child Development and received the award from Pranab Mukherjee, President of India in 2016. She also received Woman Achiever award from Raj TV Media Pvt. Ltd. and also from ACC Cements, Coimbatore. Mrs. Shima Sendhil stands as a beacon of inspiration, blending education, philanthropy, and environmental consciousness in her pursuit of holistic societal development. Her accolades and recognitions are a testament to her impactful contributions.

**Profile of Dr. R. Manickam**

Dr. Manickam Ramasamy, an accomplished academic and administrative leader, currently serves as the Chief Executive Officer (CEO) of the Rathinam Group of Institutions in Coimbatore. His journey in education commenced with his undergraduate studies in B.Sc. (Physics) and postgraduate studies in M.C.A. from the NIRF-ranked Govt. Arts College, Coimbatore, specializing in Computer Science. Dr. Manickam furthered his academic pursuits by completing his Master of Philosophy (M. Phil) in Computer Applications at Bharathidasan University, Trichy in 2005, and his Doctor of Philosophy (Ph. D) at Bharathiar University, Coimbatore in 2019. Dr. Manickam's professional career began in 2002 as an Assistant Professor in the Department of Computer Science at Rathinam College of Arts and Science. Demonstrating a remarkable progression, he was promoted as the Head of the Department, Dept. of Computer Science in 2004, became the Administrative Officer in 2007, and ascended to the role of CEO in 2011 within the Rathinam Group of Institutions.

In his prolific academic career, Dr. Manickam has published numerous articles in national and international journals. His contributions to academia extend to his role as a Senate Member at Bharathiar University, where he served three terms. Collaborating with his Chairman Dr. Madan A. Sendhil, Dr. Manickam has been instrumental in establishing a range of educational institutions under the Rathinam umbrella, including Management Institution, Engineering College, International School, Architecture Institute, College of Physiotherapy and Pharmacy. Dr. Manickam's dedication to education and leadership in academia are evident in his career trajectory and his significant contributions to the growth and development of the Rathinam Group of Institutions.

**Profile of Dr. B. Nagaraj**

Dr. Nagaraj Balakrishnan is an outstanding figure in education, boasting an illustrious 18-year career seamlessly blending academic teaching and practical industry experience, notably with Tamil Nadu News and Papers Ltd. His commitment to educational excellence and passion for cultivating a resilient future generation make him a visionary educator and industry expert. Dr. B. Nagaraj has adeptly integrated theoretical knowledge with real-world applications, contributing significantly to academia and the corporate world.

With a strong foundation in Process Control, Dr. B. Nagaraj earned a Ph.D. from Karpagam University in 2012 and a Post Doctorate from the University of Teramo, Italy, in 2021. His expertise has driven a career bridging academic research and industry application, evident in his 50+ Scopus indexed papers and numerous patent publications, one of his patent granted in the year 2024. Beyond research, Dr. B. Nagaraj secured over 4 crores in grants, including a Startup India Seed Fund, showcasing his commitment to fostering innovation and entrepreneurship. His mentorship has guided startups and students, highlighting his dedication to developing entrepreneurial skills and research capabilities.

A major contribution is the implementation of Design Elaborate Talk (DET) sessions, providing a platform for students to showcase innovative ideas and entrepreneurial prowess. His Startup School, featuring activities like Startup Rookie Selection and Ideathon, serves as a crucial link between educational institutions and Incubation Centers, facilitating transitions for aspiring entrepreneurs. Dr. Nagaraj's exceptional leadership has led to the successful mentorship of around ten sustainable startups, thriving even in challenging times. As the Vice President of AIC Raise, he plays a pivotal role in shaping India's entrepreneurial landscape, driving innovation, and nurturing the next generation. Recognized with the Limca World Record award and authoring eight books, Dr. Nagaraj's dedication to entrepreneurship and positive community impact serves as inspiration. His notable achievement includes organizing students to complete 2500+ android apps in 30 minutes, earning him a place in the Limca Book of Records.

### **Profile of Mr. R. Sundar**

Sundar is a graduate in Instrumentation Engineering from the Madras Institute of Technology (1978) and a MBA from IIM. Ahmedabad (1983). He has mostly worked in his professional career in areas of product design, application engineering and manufacturing of custom as well as mass manufactured products. He has spent most of his professional life with Larsen & Toubro (at their various locations and subsidiaries) apart from a short 4-year stint at Tata Toyo Radiator at Pune as CEO between 2002 and 2006. His last assignment was at L&T from 2006, setting up and heading a state of the art manufacturing facility in Coimbatore for manufacture of missile airframes, submarine nuclear reactor safety systems, wing assemblies for the LCA and critical components for classified defence systems. Now the

facility will additionally manufacture the booster stages and the main motor assembly of the GSLV and PSLV programmes. This facility apart from its criticality to India's defence sector has the unique safety record of Zero-man day loss from 2007 till date.

He has had all his facilities certified/ working to the highest quality, safety and business excellence standards such as ISO 9001 British Safety Association, AS 9100 C aerospace standards, TS 16949 and the Tata Business Excellence Model. After super-annuating from L&T, Sundar has been an advisor and mentor for the Rathinam Group of Institutions from Jan 2016, putting in place good operating processes, procedures for improving quality and sustainability of teaching, learning and organizational alignment to strategic goals (in education) of the Group. A strong votary of creating a Culture of Quality and a keen follower of the Theory of Constraints by Prof. Eliyahu Goldratt.

### **Profile of Mr. K. Rajagopal**

Rajagopal has a Bachelor of Technology (Hons.) degree in Agricultural Engineering (and an Institute Silver Medal) from IIT, Kharagpur [1981] and a Post Graduate Diploma in Management with specialization in Agriculture from IIM, Ahmedabad [1983] followed by 36 years of experience in General Management, Marketing and Operations functions in several reputed product and consulting organizations. He has worked as adjunct faculty for over 8 years with several private Universities including with NAAC accredited grade 'A' institutions and has taught full courses in Entrepreneurship, Digital Entrepreneurship, Marketing, Production & Operations, Supply Chain, Industrial Automation, IT and Quantitative Techniques for Management. 16 years in Managerial positions in reputed corporate organizations in General Management, Marketing, Sales and Operations functions; worked in an Austrian MNC with South Asia Business Development responsibility and in Shaw Wallace, ACC, TAFE, ABC Consultants and Enercon Systems. He has 24 years as an entrepreneur in two start-ups; one in Smart Energy Metering and the other in Machine Operation Monitoring systems.



## **2.2 Rathinam Global DTBU – Vision and Mission Statements**

The Vision and Mission Statements of Rathinam Global DTBU articulate a comprehensive and ambitious framework. They encompass global excellence, practical industry alignment, continuous innovation, and a commitment to sustainability, inclusivity, and societal impact, all while emphasizing student welfare and holistic development.

### **2.2.1. Vision**

To emerge as a world renowned Institution that is integrated with Industry to impart Knowledge, Skills, Research Culture and Values in youth who can accelerate the overall development of India.

**Rathinam Global DTBU's Vision emphasizes the following points:**

#### **1. Global Ambition and Excellence:**

The vision emphasizes the goal of becoming a premier global university, renowned for excellence in specialized fields like computer science, commerce, management, creative arts and science.

#### **2. Industry Integration:**

There is a strong focus on integrating with global industries and institutions, ensuring the education provided is relevant and practical.

#### **3. Research and Knowledge Development:**

The university is committed to a dynamic, research-intensive environment, facilitating the impartation of advanced knowledge.

#### **4. Student Welfare and Holistic Development:**

A significant emphasis is placed on student welfare and the holistic development of students, suggesting a balanced approach to education.

#### **5. Curriculum Innovation:**

Continuous innovation in the curriculum is highlighted, aligning with the evolving demands of the industries with international landscape.

#### **6. Empowerment and Leadership:**

The vision aims to empower students to become global leaders and pioneers, ready for a globally connected world.

**7. Community Contribution:**

There is an underlying theme of encouraging students to contribute positively to their local communities.

**2.2.2. Mission**

To impart superior quality education at affordable cost, nurture academic and research excellence, maintain eco-friendly and future-ready infrastructure, and create a team of well qualified teaching professionals who can build global competency and employability.

**Rathinam Global DTBU's Mission statement emphasizes the following points:**

- **Accessible, economically viable high-quality education** - to provide education that is not only of the highest quality but also accessible and economically feasible, ensuring that students from all backgrounds can benefit from our comprehensive and transformative learning experiences, designed to empower them with the knowledge, skills, and values necessary for success in a rapidly changing world.
- **Exceptional academic and research achievements** - to achieve outstanding academic and research milestones by cultivating an environment of intellectual rigor, innovation, and exploration. We are committed to pushing the boundaries of knowledge and inquiry, fostering a community where scholars, students, and researchers collaborate to produce ground-breaking work that has a significant and lasting impact in both academic circles and the broader global community.
- **Eco-friendly and state-of-the-art-infrastructure** - the development and maintenance of an environmentally friendly and advanced infrastructure, emphasizing sustainability and technological innovation. To create a campus that not only supports the highest standards of learning and research but also actively contributes to the well-being of the environment. This involves integrating eco-conscious practices, state-of-the-art facilities, and green technologies to foster a healthy, efficient, and future-forward educational environment.
- **Cultivating global competence and employability** - to cultivate global competence and employability among our students, preparing them to excel in a global context. Providing a comprehensive education that blends academic rigor with practical skills, cultural awareness, and adaptability to diverse environments,

equipping students with the necessary tools, knowledge, and experiences to thrive in international arenas, ensuring they are not only job-ready but also capable of contributing innovatively and effectively in their chosen fields on a global stage.

- **Societal Impact and Inspiration** - The mission extends beyond education, aiming to inspire students to contribute meaningfully to society and adapt to global changes.

### 2.3. Core Values of Rathinam Global DTBU

Rathinam Global DTBU has the following core values reflecting the aspirations and commitments as outlined in the Vision and Mission Statements. These core values provide a solid foundation for guiding the university's policies, decisions, and actions.

- **Excellence and Innovation**
  - Rathinam Global DTBU commits to maintaining excellence in education, research, and community engagement. We continuously innovate in curriculum design and teaching methodologies, equipping students with the latest knowledge and skills to meet the evolving needs of the global landscape.
- **Global Competence and Collaboration**
  - We focus on developing global competence in our students, preparing them for the diverse and interconnected world. Our approach includes fostering international research and educational collaborations and integrating with global industries for practical and real-world learning experiences.
- **Sustainability and Responsibility**
  - Our institution embraces sustainability across all operations and educational practices. We educate our students about environmental stewardship, sustainable practices, and social responsibility, aligning with our mission to contribute to a sustainable future.
- **Student-Centric Approach**
  - We prioritize the welfare and holistic development of our students. Our educational approach supports not just academic excellence but also the

personal and professional growth of our students, shaping them into well-rounded individuals ready to make a societal impact.

- **Community Engagement and Social Impact**

- Our commitment extends to the betterment of both local and global communities. We integrate community service and social impact projects into our curriculum, encouraging students to use their knowledge and skills for the greater good.

- **Integrity and Ethical Conduct**

- Rathinam Global DTBU upholds the highest standards of integrity and ethical conduct in all its operations. We foster a culture of honesty, transparency, and ethical scholarship among our students and staff, ensuring a principled and accountable academic environment.

These core values serve as the foundational principles guiding Rathinam Global DTBU in its mission to deliver outstanding education and make a significant impact in the world.

## 2.4. Strategic Objectives

Rathinam Global Deemed To Be University's strategic objectives are intricately crafted to mirror the National Education Policy (NEP) 2020, focusing on cultivating an educational environment that is not only academically robust but also socially responsible, environmentally conscious, and globally relevant. The strategic objectives include:

- **Dynamic and Relevant Multidisciplinary Curriculum:** Emphasize the dynamism in curriculum by regularly updating and diversifying academic offerings to include multidisciplinary studies. This approach ensures that students are well-equipped for future challenges and trends in a global context.
- **Excellence and Innovation in Education and Research:** Establish state-of-the-art and advanced facilities for research innovation, incubation and innovative pedagogy, fostering an environment where educational excellence and creative thinking thrive among students and faculty, in accordance with NEP 2020's emphasis on innovation.
- **Industry-Academia Integration with Experiential Learning:** Enhance industry collaboration to provide experiential learning through internships and projects,

ensuring that students gain practical, real-world experience alongside their academic pursuits.

- **Global Competence and Employability:** Implement programs that develop global competencies, such as language proficiency and cultural understanding, to boost international employability and prepare students for a global workforce.
- **Eco-Friendly Campus and Sustainable Practices:** Advocate for sustainable and environmentally responsible practices on campus, aligning with NEP 2020's vision for an eco-conscious educational environment.
- **Community Engagement and Holistic Development:** Broaden community engagement initiatives and focus on the holistic development of students through co-curricular and extracurricular activities, sports, and eco-clubs.
- **International Collaboration and Networks:** Nurture global partnerships for exchange programs and collaborative research, enhancing international exposure and knowledge exchange.
- **Entrepreneurship and Start-up Support:** Develop a vibrant entrepreneurship ecosystem with incubation centers, mentorship programs to encourage student and alumni startups, nurturing entrepreneurial skills.
- **Digital Infrastructure and e-Learning:** Invest in cutting-edge digital infrastructure and e-learning resources to support innovative teaching methods and comprehensive education.
- **Incorporating NEP 2020 perspectives also involves:**
  - Implementing restructured 4-year bachelor programs with multiple entries and exit points.
  - Enhancing the academic bank of credits and choice-based credit system.
  - Focusing on holistic development through academics, co-curricular, extracurricular activities, sports, and eco-clubs.
  - Prioritizing faculty development and motivation to enhance teaching quality.
  - Emphasizing equity and exclusivity in education.

These strategic objectives position Rathinam Global DTBU as a contemporary, forward-looking institution, perfectly aligned with NEP 2020's vision for higher education in India, focusing on comprehensive education, employability, and a start-up friendly environment.

## **CHAPTER-3: PHYSICAL INFRASTRUCTURE, PROGRAMS AND FACULTY RESOURCES**

**CHAPTER-3****INFRASTRUCTURE, PROGRAMS AND FACULTY RESOURCES**

<b>S. NO.</b>	<b>INDEX</b>	<b>PAGE NO.</b>
3.1.	Physical Infrastructure	29
3.2.	Sustainable and Eco-friendly Environment	49
3.3.	Rathinam CAS – Schools and Programs	51
3.4.	Rathinam CAS – Faculty Resources	54
3.5.	Rathinam CAS – Schools and Students in 2023-24	64
3.6.	Students' Contribution to Society	65
3.7.	Rathinam CAS – Major Accolades	68



**CHAPTER-3****PHYSICAL INFRASTRUCTURE, PROGRAMS AND FACULTY RESOURCES****3.1. Physical Infrastructure**

Rathinam College of Arts and Science (RCAS), established in 2001 and achieved autonomous status in 2013, stands out as a premier educational institution, in Coimbatore, TamilNadu. It offers an extensive array of academic programs, including 29 Under Graduate, 13 Post Graduate, and 8 Doctoral degrees, spanning diverse disciplines such as Computer Science, Science, Commerce, Management, and Creative Science. The college is home to a dynamic academic community of around 5248 students, supported by a robust and dedicated faculty of 296 members. Demonstrating academic excellence, RCAS has consistently secured a place in the NIRF rankings for six consecutive years and has been awarded the esteemed NAAC A++ grade. In a notable achievement in 2023, it was recognized as a DBT Star Category College by the Department of Biotechnology, New Delhi. The college has established 5 Centres of Excellence with industry collaboration, annexed with Technology Park and created an ATAL Incubation center sponsored by NITI Aayog, Govt. of India to nurture the youth with entrepreneurship development and startup culture.

Rathinam College is at the threshold of a major evolution, preparing to transition into Rathinam Global Deemed To Be University starting from the academic year 2024-25. This significant change marks the beginning of a new and exciting chapter in its distinguished history, signifying substantial growth and development for the future. Presently, Rathinam College boasts an array of facilities and resources that are set to be further enhanced and expanded upon its transformation into Rathinam Global DTBU.

<b>Infrastructure Available</b>	
<b>Built-up Space</b>	3 Lakh Sq. Ft.
<b>Number of Classrooms (Fitted with LCD /Audio /Wi-Fi)</b>	123
<b>Net Laboratory Investments</b>	20 Crores
<b>Computers</b>	1053
<b>Digital Library</b>	Knimbus, Inflibnet and Delnet
<b>Number and % of ICT Enabled Classrooms</b>	123 (100% Class rooms)



School of Science & Management Block



School of Commerce & Computer Science Block



Research Hub

## LABORATORY RESOURCES

S. NO	DEPARTMENT	UG LAB	COE	PG LAB	RESEARCH	TOTAL
-------	------------	--------	-----	--------	----------	-------

1	Commerce	1	0	1	1	3
2	Computer Science	3	3	2	1	9
3	Biotechnology	1	0	1	1	3
4	Physics	1	0	0	0	1
5	Psychology	1	0	1	1	3
6	Mathematics	1	0	0	0	1
7	Microbiology	1	0	0	0	1
9	Costume Design and Fashion	5	0	0	0	5
10	Visual Communication	2	1	1	0	4
11	Management	1	0	1	1	3
	<b>Total</b>	<b>17</b>	<b>4</b>	<b>7</b>	<b>5</b>	<b>33</b>
<b>LIBRARY RESOURCES</b>						
<b>S. NO</b>	<b>ITEMS</b>	<b>REMARKS</b>				
1	Total Title of Books	10060				
2	Total Vol of Books	23136				
3	Magazine	24				
4	Journals	23				
5	Newspapers	10				
6	CD	1008				
7	Projects	1500				
8	Back Volumes (Journals)	900				
9	<b>E Database</b>					
	DELNET	<a href="https://discovery1.delnet.in/">https://discovery1.delnet.in/</a>				
	INFLIBNET	<a href="https://nlist.inflibnet.ac.in/">https://nlist.inflibnet.ac.in/</a>				
	NDLI	<a href="https://ndl.iitkgp.ac.in/">https://ndl.iitkgp.ac.in/</a>				
	KNIMBUS	<a href="https://www.knimbus.com/">https://www.knimbus.com/</a>				
10	Digital Library System	60				
11	Seating capacity	250				
12	Rest room	Available				
13	Centralized air conditioned room	Available				

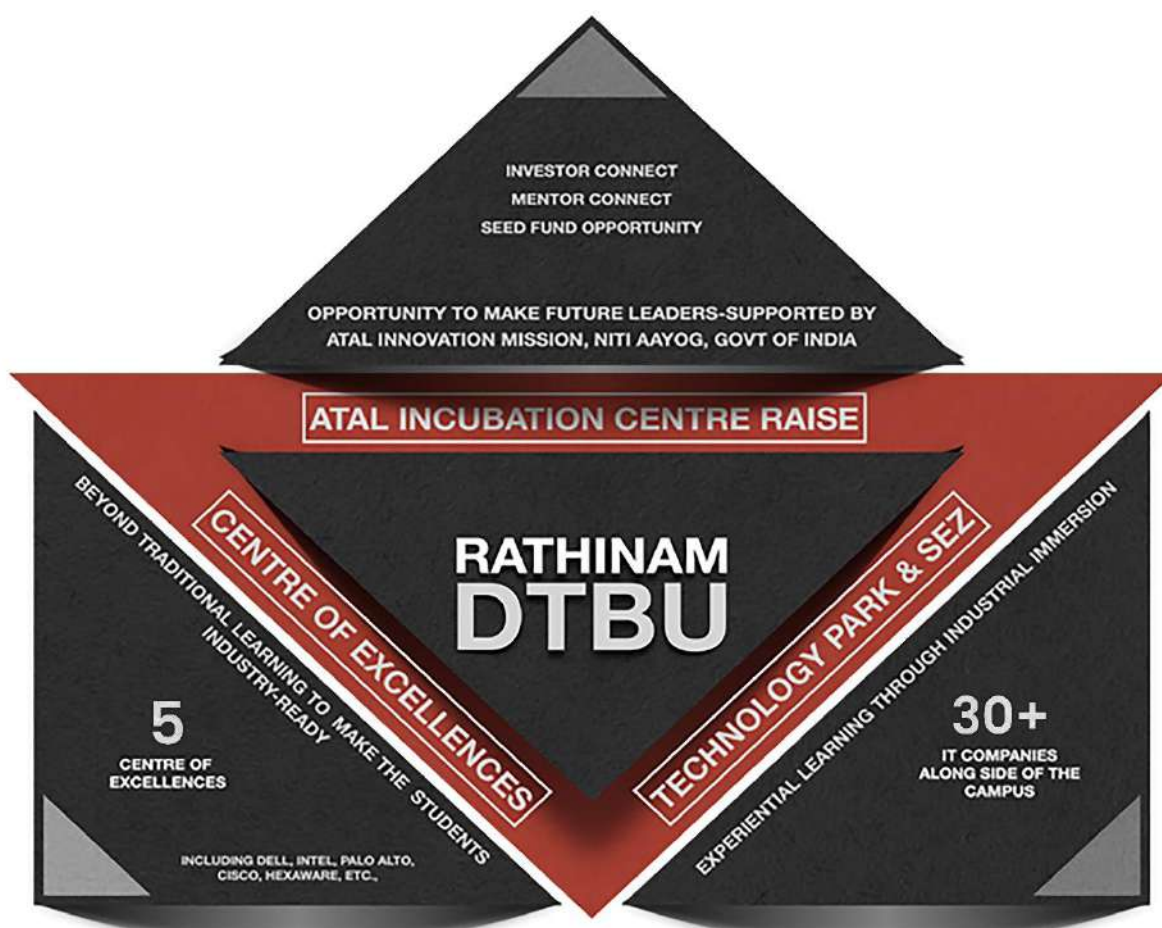
14	Working hour	24*7
15	WIFI	Available
16	Plagiarism Checker	<a href="https://www.drillbitplagiarismcheck.com/">https://www.drillbitplagiarismcheck.com/</a>
17	Fully Automation	Koha
18	Whether reading room available in Central Library? Y/N	Yes
19	Area in Square Feet of Central Library	6000 - Yes
20	Total Number of Computers	60
<b>DEPARTMENTAL LIBRARY DETAILS</b>		
21	Number of departments having departmental libraries	10
22	Area in Square Feet of Departmental Library	1000
23	Total Number of Books in the Department	3066
<b>HOSTEL DETAILS</b>		
S. NO	PARTICULARS	COUNT
1	Total No of the hostel(s)	8
2	Total Number of Rooms in Men's Hostel	178
3	Total Number of Rooms in Women's Hostel	106
4	Number of residents in Men's hostel	552
5	Number of residents in Women's Hostel	212
6	No of rooms	284
7	Recreational rooms	2



## RATHINAM CENTERS OF EXCELLENCE

### THE STRATEGIC TRIANGULAR CORE OF RATHINAM

The Strategic Triangular core of the RATHINAM has been built with three elements:



In this ever-growing era, industrial requirements are continually evolving, necessitating a shift towards diverse aspects for improvement. Therefore, it is crucial to move students beyond traditional learning methods to provide immersive industrial experiences. To achieve this, we have developed a Centre of Excellence strategy aimed at bringing industrial experts into our educational framework, offering students experiential learning opportunities. Even the curriculum is framed by the industry.

Our Centers of Excellence, in collaboration with industry partners, disseminates knowledge to students. In terms of innovation, we are implementing various initiatives to enhance students' problem-solving abilities, including integrating courses on design thinking and intellectual property rights into the curriculum. Additionally, we have

established a startup school on our campus to pre-incubate students, serving as a pathway to connect graduates with opportunities at the ATAL Incubation Center RAISE, supported by NITI Aayog, Govt. of India. Despite having over 30 IT companies in Rathinam Technology Park and SEZ within our campus, the Centers of Excellence serves as a pivotal medium for facilitating industrial immersion learning. Our strategic location (alongside SIDCO, Technology Park & SEZ) of our campus also plays a crucial role in creating an ecosystem conducive to student development and new opportunities.

The Centers of Excellence (COEs), Rathinam Technology Park & SEZ, and ATAL Incubation Centre - RAISE operate independently but serve as extended arms of the Rathinam. They offer unique advantages to Rathinam students and faculty in every aspect of Industry-Institute connectivity.

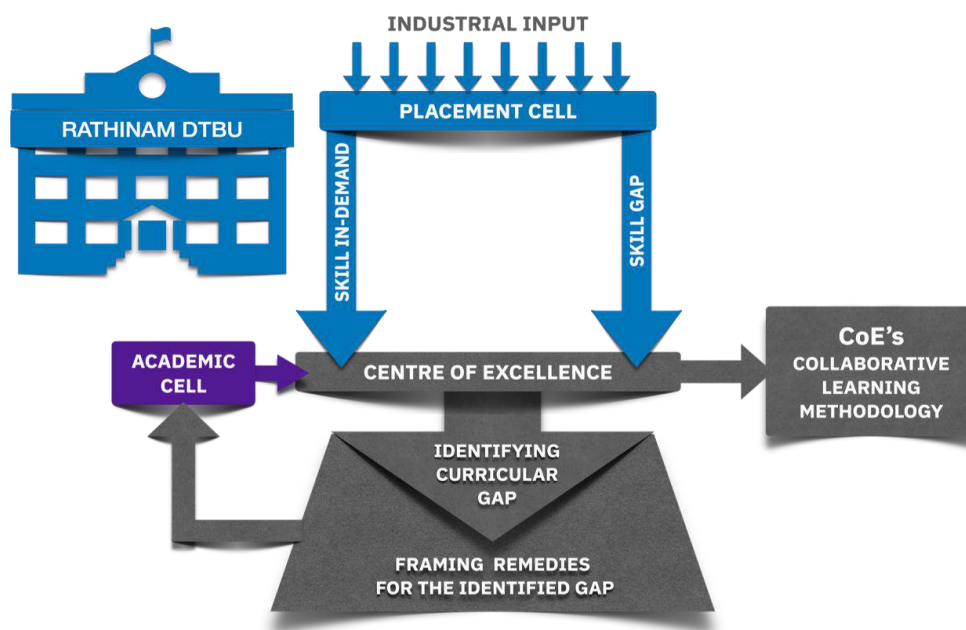
### **Centers of Excellence**

The Centers of Excellence, established in collaboration with industry partners on specific technologies are intended to achieve the following objectives:

- a) To transcend traditional learning environments by providing students with industrial immersion training for experiential learning.
- b) To offer proven effective collaborative and peer learning methodologies to students.
- c) To instill a culture of creating Quality Circle and provide incremental improvements in the students' learning.
- d) To conduct joint applied research and consultancy projects with industry partners in specific technologies.

These Centers of Excellence serve as a bridge between Rathinam and the industry, facilitating collaboration in all aspects for both students and faculty.

## Operational Mode of Centers of Excellence

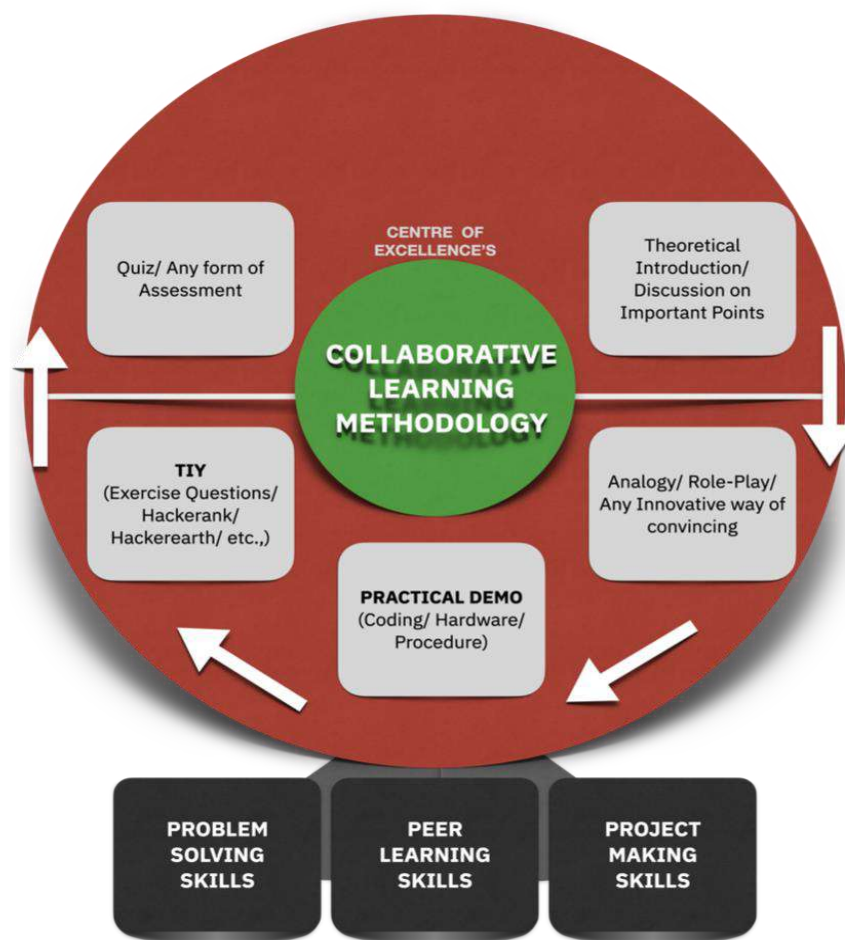


The CoE actively with the following objectives:

- Function as a bridge between sponsoring Industry and faculty/students
- Function as a bridge between Institution and companies in Rathinam Technology Parks as well as startups incubated in Atal Incubation centre
- Offer ahead of completion placement offers for students
- Finding curricular gaps to suit the knowledge requirements demanded by the industry.
- Framing remedies for the identified gaps in learning for being Industry Ready.
- Delivering and training the students in a unique way Hand-on methods.
- Joint research with Industries working the specific field
- Consultancy work for Industry by Faculty and Students
- Patent filling initiatives in the respective fields



## Collaborative Learning Methodology



**The CoE class follows a structured format that encompasses various interactive elements.**

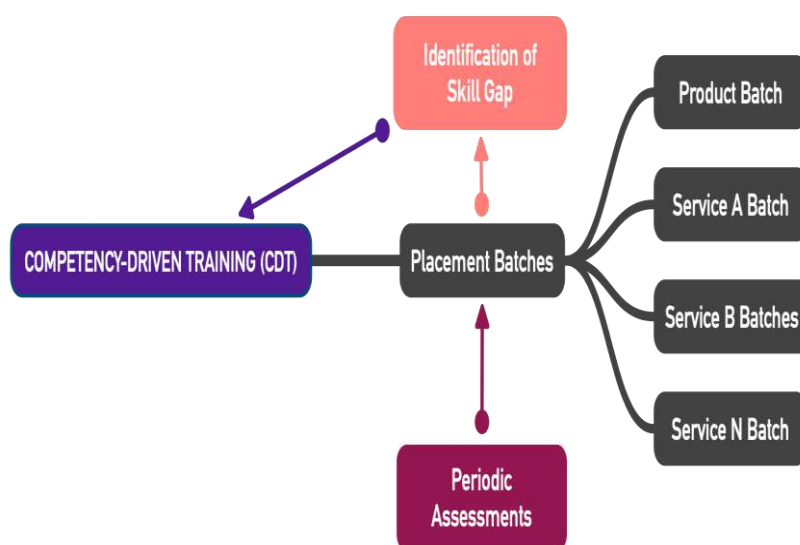
- There is a theoretical introduction and discussion of important points, laying the foundation for the topic at hand.
- Innovative techniques like analogies or role-plays are employed to enhance understanding and foster engagement. These creative approaches help students grasp complex concepts effectively.
- the CoE emphasizes practical demonstrations, be it coding, hardware manipulation, or procedure execution. By providing hands-on experiences, students gain practical knowledge and enhance their technical skills.
- Following the practical demo, students are encouraged to apply what they have learned through exercises, such as solving questions on platforms like

HackerRank or HackerEarth. This practical application enables students to reinforce their understanding and proficiency.

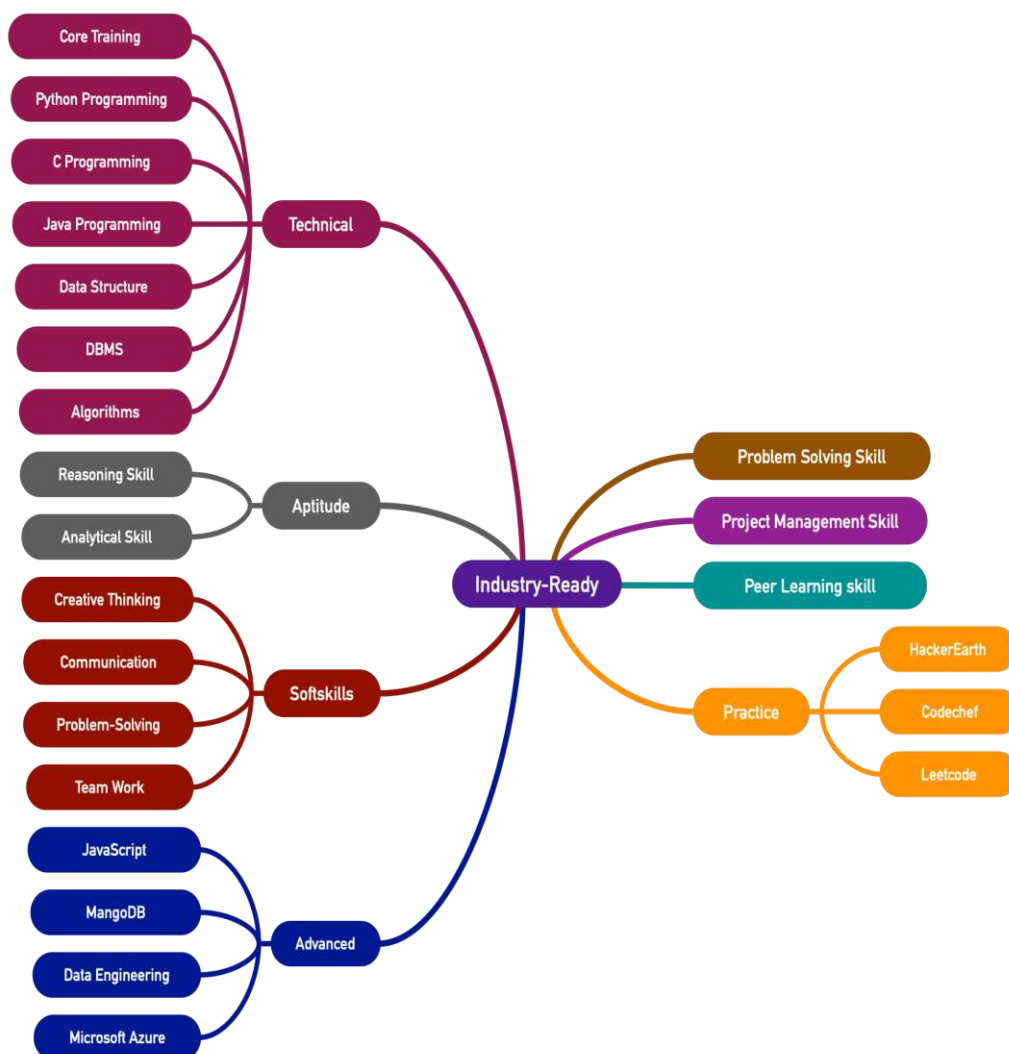
- To assess learning outcomes and reinforce knowledge retention, the CoE incorporates quizzes or other forms of assessments. These assessments not only gauge students' comprehension but also serve as opportunity for them to reflect on their progress.

Overall, the CoE's holistic approach to education, integrating theory, practical applications, and assessments, fosters a unique learning environment that nurtures logical thinking and equips students with vital problem-solving, peer learning, and project-making skills.

### Competency-Drive Training through Categorization



## Making Students to be Industry-Ready



### Currently, Rathinam has five established Centers of Excellence:

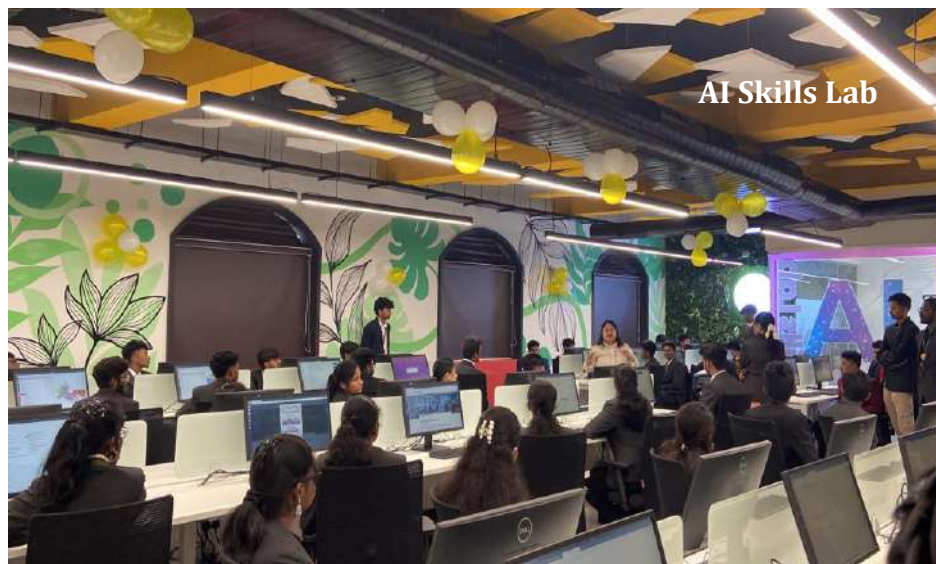
1. AI Skills Lab - Collaborated with Dell Technologies & Intel
2. Data Science Lab - Collaborated with Cloud Destination.
3. CCNA & Palo Alto Academy - Collaborated with CISCO and Palo Alto
4. Cybersecurity Lab - Collaborated with Cybersecurity Nxxt Pvt Ltd
5. Internet of Things Laboratory - Collaborated with Rently Software Solutions Pvt Ltd
6. Additional CoE for Analytics and Business Intelligence, Robotics and AR & VR are in progress.

We aim to launch five mature Centers of Excellence within the next five years and an additional ten in the following ten years. Currently, approximately 1000 students are

trained in these NextGen technologies each year, and we plan to increase this number to 3000 students annually over the next five years, and to 8000 students annually over the following ten years.

Through the establishment of the Centre of Excellence for Industrial Immersion, we have achieved outstanding quality placements with lucrative salary offers for our students, such as:

1. Two Offers in 58 LPA (*Super Dream Offer*)
2. One Offer in 45 LPA (*Super Dream Offer*)
3. Various more offer above 8 LPA (*Dream Offer*)







## Rathinam Technology Park and SEZ

The Rathinam technology park and Special Economic Zone (SEZ) is an infrastructure comprising land, buildings, and other facilities necessary to accommodate national and multinational companies engaged in various new technologies. This facility brings industries working on various innovations to the doorsteps. Rathinam has developed this model over the past 20 years and currently has 0.4 million square feet of occupied buildings hosting more than 30 companies on the same campus. Below are pictures of three of the buildings:

Some of the 30 companies hosted in the facility are:

- L&T Mindtree
- HCL
- Avantar (VWR)

- Molecular Connections
- BIOFUEL
- Rently Software Solutions Pvt Ltd
- CISCO and Palo Alto
- Cybersecurity Nxxt Pvt Ltd

The facility currently hosts more than 3500 employees across 30 different technology companies. The combined exports of these companies are expected to exceed 100 million USD in the coming year. There are currently 8 existing MOUs with Rathinam. The number of recruitments to these companies from Rathinam exceeds 300 at present. Additionally, there are two Centers of Excellence set up in collaboration with these companies.





## Rathinam Technology Park & SEZ

### ATAL Incubation Center-RAISE

AIC RAISE established in 2019, is home for change makers, impactors and action takers, at our core we believe that startups and their vision can make a better future of us all, we support startups with personalized mentorship, networking, market access, international collaborations enabling and funding, we now have supported 85+ innovative, fully functional and sustainable Startups.





## ATAL Incubation Center

We are Bharat's first Business Incubator to work exclusively on United Nations Sustainable Development Goals, supported by NITI AAYOG under ATAL Innovation Mission with the Rs 10 Crores funding support and we have remained steadfast in it.

Our vision is creating a sustainable future by supporting innovative startups and mantra: Identify, Impact and Invest.

### Services

#### Infrastructure Services:

We have state of the art infrastructure for the startups working on sustainability that provides a conducive environment and an ecosystem that helps the startups grow faster, better and bigger.



This involves:

1. Co-working space.
2. FAB Lab.
3. Biotech lab.

**Incubation Services:**

AIC RAISE has an advanced and effective incubation model that allows to scout for the ideas at an early stage and provide a 360-degree support that includes customized mentorship, National and International Market access, international networking and Investment. The model is as follows.

**1. IEDC I-Hub**

AIC RAISE has created the satellite centers in 30+ Institutions PAN India from where we Scout, Train and support student startups and will promote them to the next phase.

**2. Pre-Incubation**

The next phase of the identified student startups will be pre-incubation where they will receive personalized mentorship sessions by the industry experts.

**3. YES**

AIC RAISE has an exclusive and elite program called “Young Entrepreneurs Society” where every innovative student idea across the country will be received yearly and after a thorough filtering, 30 ideas will be shortlisted and will be moved directly for incubation and sometimes investment.

**Investment Services:**

Fifteen of our nurtured startups have successfully secured external funding, amassing a total of Rs 60 Crores, a testament to their innovation and potential. Furthermore, fifty of these enterprises have achieved self-sustainability, while seventy have been distinguished with DPIIT recognition, underscoring their excellence and adherence to high standards.

We proudly host our exclusive angel investment consortium, "RAIN - Raise Angel Investors Network," comprising over 30 high net worth individuals committed to fostering sustainable startup ventures. Through this network, we have successfully garnered Rs 12 Crores in funding for four startups, demonstrating the efficacy and impact of our investment community in propelling forward-thinking businesses.

## Global Engagement:

Our horizons are expanding beyond national frontiers. Through strategic alliances with international partners, we facilitate the seamless entry of our startups into overseas markets, while also assisting global startups in establishing their presence within Bharat's dynamic ecosystem.

## Co-working:

Our state-of-the-art infrastructure is subsidized for the startups incubated at AIC RAISE and a limited fee for the ones who are not to grow bigger, startups can avail our advanced FAB Lab, Bio Tech Lab and Conference halls.

## Collaborative Workspace:

Our cutting-edge facilities are offered at subsidized rates to startups incubated at AIC RAISE, with a nominal fee applied to those outside our incubation program, aiming to scale their operations. Startups have access to our sophisticated FAB Lab, Bio Tech Lab, and Conference halls, designed to nurture growth and innovation.

## Supported by:

 • 10 Crores			
	4 Crs INR seed fund		50 lakhs INR seed fund as CSR
	25.6 Lakhs INR for Idea Hackathon		8.5 lakhs INR sponsorship as CSR
	33 Lakhs INR TANSEED & ScaleUp		11.5 lakhs INR FDP / TDEP
	IVP: 28 Lakhs INR product development		2.5 lakhs INR WDP for Tlr 2 startups

## Awards and Recognitions

 Recognized as Front Run Incubators by AIM under SDG band	 Winner of ScaleUp Incubator by StartupTN in 2021 & 2023 for Rural Innovations	 Recognized as Top 25 Incubator by Startup India
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**Strategic Alliances & Framework**

The core elements of the strategic framework offer distinct benefits to Rathinam, outlined as follows:

**Unified Campus Network:**

- A cohesive campus network encourages collaborative endeavors and synergistic relationships among the campus's diverse constituents.
- The harmonious blend of academic pursuits, research endeavors, and industry engagements enriches the educational journey.

**Empowerment via Technology Parks:**

- Support from Technology park furnishes an array of resources and avenues for creative exploration and advancement.
- Availability of bespoke infrastructure and amenities aids in the broadening and progression of tech-centric projects.

**Industry Immersion Programs:**

- Industry immersion programs offer students practical exposure and insights into the real world, enriching their learning experience.
- Interaction with industry professionals enhances employability, equipping students with the skills necessary for the workforce.
- Experiential learning encourages innovation, contributing to an increase in patents and product development.
- Practical experimentation and project-based learning approaches foster creativity and entrepreneurial thinking among students.

**Collaboration with AIC RAISE:**

- The AICTE-endorsed, esteemed MBA-IEV Program, facilitated by Rathinam in partnership with AIC RAISE, has empowered over 30 students to launch startups while concurrently completing their MBA program.
- This collaboration has resulted in the inception of nearly 8 student startups from Rathinam at AIC RAISE.

**Proven Pedagogy of the CoE:**

- The established pedagogical approach of the Centre of Excellence guarantees exceptional educational quality and learning achievements.

- The efficacy of teaching strategies and curriculum planning plays a pivotal role in fostering student accomplishment and scholarly distinction.

**Attainment of Highest Salary Package of 58 LPA:**

- Securing top salary packages, including figures like 58 lakhs and 45 lakhs, along with strong average placement results, underscores the competitive edge and worth of the institution's offerings.
- These impressive salary packages draw in exceptional talent and bolster the institution's standing within the industry.

**Success as Winner of Smart India Hackathons:**

- Regular triumphs in the Smart India Hackathons highlight the institution's prowess in innovation and adeptness in solving complex problems.
- Achievements in esteemed national competitions elevate the institution's stature and affirm its credibility.

The strategic blueprint for Rathinam meticulously charts the fusion of the Atal Incubation Centre RAISE to catalyze innovation and entrepreneurial spirit amongst students over the span of 15 years. This plan is meticulously designed to resonate with the New Education Policy (NEP) 2020 objectives while fostering startups that contribute towards Sustainable Development Goals (SDGs). The objectives encompass amplifying support for startups, engaging students more actively in the conception of business ideas, broadening the scope of the MBA-IEV program, and facilitating avenues for research and internships. Moreover, the strategy envisions progressively fortifying collaborations with pivotal industry players via the Centre of Excellence, initiating with 20 new alliances, escalating to 40 with enhanced research undertakings, and culminating at 60 partnerships centered on strategic collaborations for innovation. This strategic approach is poised to cultivate symbiotic relationships, encourage the exchange of knowledge, and bolster innovative ventures. In addition, the Industry-Immersed Learning Program is designed to weave real-world industry projects into academic syllabi, progressively broadening the scope of programs and student involvement to augment hands-on experience and prepare students for the professional world.

Parallely, the strategic vision for Rathinam Technology Park & SEZ is to propel infrastructure development, aiming to magnetize an array of companies and startups, thereby nurturing a thriving ecosystem of innovation and positioning itself as a

quintessential IT nucleus in the locale. The expansion is meticulously phased, with the ultimate goal of earning recognition as a preeminent hub for IT enterprises and startups, thereby driving regional economic prosperity.

## OUR EMINENT RECRUITERS





### **3.2 SUSTAINABLE AND ECO-FRIENDLY INFRASTRUCTURE**

The Institution is equipped with a variety of alternative energy sources and energy conservation measures, including solar energy, a biogas plant, grid wheeling, sensor-based energy conservation, environmental friendly electric vehicles and the use of LED bulbs and power-efficient equipment. Generators are efficiently used to manage power outages and shutdowns. Additionally, the campus has efficient Sewage Water Treatment Plant (STP) and various facilities that are designed to be inclusive and accessible, offering excellent facilities to ensure the welfare and comfort of individuals with disabilities in all aspects of campus life.

#### **SOLAR ENERGY**



#### **SOLAR LAMP**

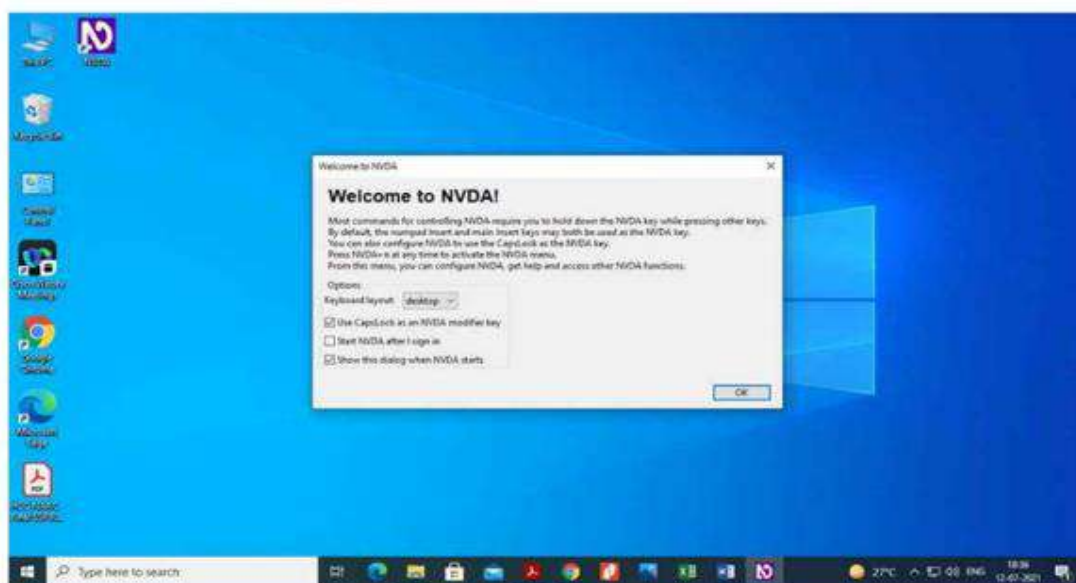


## 3.2.1 Differently Abled Friendly Campus





## Practices NVDA SOFTWARE FOR SCREEN READING



### 3.3 Rathinam CAS – Schools and Programs

Rathinam CAS currently encompasses five distinct schools: The School of Commerce, Science, Computer Science, Creative Arts, and Management. These schools collectively offer a wide range of academic programs, including 29 undergraduate, 13 postgraduate, and 8 doctoral degrees. The majority of the curriculum is designed to be interdisciplinary and industry-specific, catering to modern educational needs and enhancing student employability. Notable programs include B. Com in Computer Applications, B. Com in Banking & Insurance, B.Sc. in Digital and Forensic Sciences, B.Sc. in Computer Science, with specializations in Artificial Intelligence & Data Science, and Cyber Security and M. Sc. Data Science and Business Analytics.

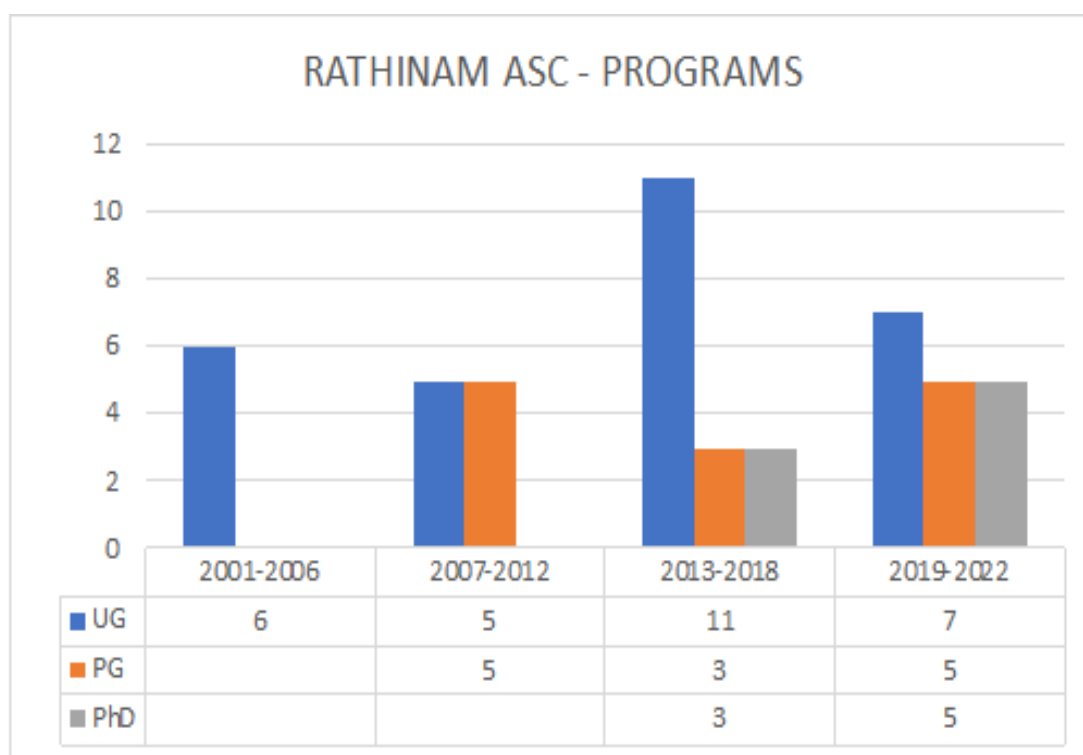
In addition to these, the institution places a strong emphasis on nurturing entrepreneurship and start-ups. To this end, it offers an innovative MBA program focused on Innovation, Entrepreneurship, and Venture Development in association with Atal Incubation Center (AIC RAISE) aimed at equipping students with the skills needed to succeed in the dynamic business world.

Furthermore, Rathinam CAS offers specialized programs in Psychology across various levels of study. These include B. Sc. in Psychology, M. Sc. in Applied Psychology, M. Sc. in Clinical Psychology, and doctoral studies in Psychology. These programs are structured to

provide a deep understanding of psychological principles and their practical applications, preparing students for diverse careers in this field.

The diverse academic programs currently available under the different schools at Rathinam CAS are detailed below.

Academic Year	UG	PG	Ph.D
2001-2006	6	-	-
2007-2012	5	5	-
2013-2018	11	3	3
2019-2022	7	5	5
<b>Total</b>	<b>29</b>	<b>13</b>	<b>8</b>



## Sanctioned Strength of the Institution

S No	Programme Name	Year of Introduction	2023-2024
<b>Under Graduate Programme</b>			<b>Sanctioned strength</b>
1	B.C.A.	2001	50
2	B.Sc. Computer Science	2001	110
3	B.Com. Computer Applications	2001	100
4	BBA Computer Application	2002	50
5	B.Sc. Costume Design & Fashion	2004	40
6	B.Sc. Visual Communication (Electronic Media)	2004	80
7	B.Sc. Information Technology	2007	110
8	B.Sc. Computer Technology	2008	50
9	B.Com.	2010	110
10	B.Sc. Mathematics	2010	50
11	B.A. English Literature	2011	50
12	B.Com. Professional Accounting	2014	110
13	B.Com. Business Process Services	2014	50
14	B.Sc. Physics	2015	36
15	B.Sc. Psychology	2016	50
16	B.Sc. Biotechnology	2018	60
17	B.Sc. Microbiology	2018	60
18	B.Com. Banking and Insurance	2018	60
19	B.Com. Financial Services	2018	60
20	B.Com. with Accounting and Finance	2018	60
21	B.Com. Corporate Secretaryship	2018	60
22	B.Com. with Information Technology	2018	60
23	B.B.A. Logistics	2020	60
24	B.Com. International Business	2020	60
25	B.Sc. Digital and Cyber Forensic Science	2020	50
26	B.Sc. Artificial Intelligence and Machine Learning	2021	60
27	B.Sc. Computer Science with Cyber Security	2022	60
28	B.B.A. Aviation Management	2022	50

29	B.Sc. Computer Science with Artificial Intelligence & Data Science	2022	60
<b>Post Graduate Programme</b>			<b>Sanctioned strength</b>
1	M.Sc. Information Technology	2008	40
2	M.B.A.	2009	120
3	M.Sc. Computer Science	2011	50
4	M.Com.	2011	40
5	MJMC (Master of Journalism & Mass Communication)	2012	20
6	M.Sc. Mathematics	2016	50
7	M.Com. with Computer Applications	2018	50
8	M.Sc. Data Science and Business Analysis	2018	50
9	M.A. English Literature	2019	50
10	M.Sc. Applied Psychology	2019	50
11	M.B.A. Innovation Entre & Venture Development	2020	30
12	M.Sc. Biotechnology	2021	36
13	M.Sc. Clinical Psychology	2022	50
<b>Research Programme</b>			<b>Sanctioned strength</b>
1	Ph.D. Computer Science	2015	24
2	Ph.D. Management	2015	8
3	Ph.D. Commerce	2016	18
4	Ph.D. Psychology	2022	4
5	Ph.D. Tamil	2022	8
6	Ph.D. Physics	2022	5
7	Ph.D. Microbiology	2022	8
8	Ph.D. Biotechnology	2022	8

### 3.4 Faculty Resources

Rathinam College of Arts and Science maintains a faculty-to-student ratio of 17.72 with its team of 296 faculty members. Among them, 68 hold Ph. D. degrees, 37 are currently pursuing their Ph. D.s, and 11 have achieved NET/SET qualifications. Additionally, within the group of Ph. D. qualified faculty, there are 24 who serve as Ph. D. guides, contributing to the

robust academic environment of the college. The faculty list along with their qualification and experience are given herewith.

Academic Year	No. of faculty members	Faculty average Experience	No. of Ph.d's	No. Of net/ slet qualified	Number of Faculty pursuing ph.d	Number of Ph.d guides
2023-24	296	6.5 Years	68	11	37	24

### 3.4.1 Faculty Details

S. No	Name of teacher	Designation	Experience
1	Dr. R. Manickam	Professor	25
2	Dr. S. Balasubramanian	Professor	18
3	Mr. D. Boominath	Professor	19
4	Dr. S. Dhinakaran	Professor	16
5	Dr. D. Raj Balaji	Associate Professor	12
6	Dr. N. Parameswari	Professor	18
7	Mr. R. Sathish Kumar	Assistant Professor	6
8	Ms. S. Kumudha	Associate Professor	9
9	Ms. S. Balgis Anbia	Assistant Professor	5
10	Ms. A. Sowmiya	Assistant Professor	1
11	Ms. D. Uthaya	Assistant Professor	1
12	Ms. T. Lakshmi	Assistant Professor	1
13	Ms. S. Krishnendu	Assistant Professor	1
14	Ms. S. Kavitha	Assistant Professor	7
15	Ms. V. Parimala Devi	Assistant Professor	7
16	Dr. A. Kabilath Begum	Associate Professor	10
17	Ms. S. Varsha Varthini	Assistant Professor	4
18	Ms. R. Soundarya	Assistant Professor	2
19	Ms. N. Gowri	Assistant Professor	2
20	Ms. A. B. Alaguharani	Assistant Professor	2
21	Dr. R. Kavitha	Professor	15
22	Mr. U. Naveen Bharathi	Assistant Professor	2
23	Ms. S. Pankayar Chelvi	Assistant Professor	2
24	Ms. S. Sherin Fathima	Assistant Professor	2

25	Ms. D. Sinthu	Assistant Professor	1
26	Ms. R. Dhanya	Assistant Professor	2
27	Ms. B. V. Vinisha	Assistant Professor	2
28	Ms. S. Sowmya	Assistant Professor	1
29	Ms. Mani Gowtham M	Assistant Professor	1
30	Mr. K. Sargurunathan	Associate Professor	9
31	Mr. M. Gnanasekar	Assistant Professor	7
32	Ms. D. Jeyanthi Prasanna	Associate Professor	13
33	Ms. S. Abinaya	Assistant Professor	3
34	Ms. C. Chesintha	Assistant Professor	3
35	Ms. C. Karen Felicita	Assistant Professor	2
36	Ms. R. Geetha	Assistant Professor	2
37	Ms. A. Surya	Assistant Professor	1
38	Ms. L. Sowmya	Assistant Professor	1
39	Mr. M. Ragavan	Assistant Professor	1
40	Dr. K.P.V. Sabareesh	Professor	18
41	Ms. D. Uma Maheswari	Associate Professor	13
42	Dr. N. Bhuvaneswari	Associate Professor	12
43	Ms. K. Kousalya	Assistant Professor	2
44	Dr. G. Sangiliyandi	Professor	25
45	Dr. C. Dhanush	Assistant Professor	1
46	Dr. T. Kalaivani	Associate Professor	8
47	Dr. Bradha	Associate Professor	10
48	Dr. Aruna	Associate Professor	9
49	Dr. A. Seethalakshmy	Assistant Professor	6
50	Ms. E. Lakshmipriya	Assistant Professor	3
51	Ms. N. S. Priyadharshini	Assistant Professor	3
52	Ms. P. Kaviya	Assistant Professor	3
53	Ms. Alumary Francis	Assistant Professor	2
54	Ms. N. Selvarani	Assistant Professor	6
55	Ms. Angeetha Krishnan	Assistant Professor	1
56	Ms. Sanjena S	Assistant Professor	1
57	Ms. Riya C Ashraf	Assistant Professor	1



58	Ms. A. Dhanvi	Associate Professor	9
61	Ms. G. Nethra	Assistant Professor	1
62	Ms. K. Roshini	Assistant Professor	1
63	Mr. V. Sathishanandan	Professor	15
64	Mr. T. J. Raju	Associate Professor	13
65	Mr. Bayas Ahamed Sulaiman	Assistant Professor	3
66	Mr. G. Sridharraj	Associate Professor	10
67	Ms. G. Gayathiri	Assistant Professor	4
68	Ms. A. Divya	Associate Professor	8
69	Dr. P. Srinivasan	Associate Professor	9
70	Dr. M. Rajalakshmi	Assistant Professor	7
71	Ms. S. Violet Beaulah	Associate Professor	10
72	Ms. K. V. Hridhya	Assistant Professor	3
73	Ms. R. Kavya	Assistant Professor	1
74	Dr. S. N. Suresh	Professor	18
75	Dr. C. Kanagaraj	Associate Professor	12
76	Ms. B. Mohanapriya	Assistant Professor	4
77	Dr. S. Aravindh	Assistant Professor	4
78	Dr. A. Sathyapriya	Assistant Professor	3
79	Dr. T. Pratheep	Associate Professor	9
80	Dr. S. Latha	Assistant Professor	2
81	Dr. S. Shanmuga Priya	Assistant Professor	3
82	Dr. S. Raja	Professor	25
83	Mr. A. Uthiramoorthy	Professor	16
84	Ms. R. Manimegalai	Associate Professor	12
85	Dr. S. Karthikeyan	Professor	15
86	Dr. T. Velumani	Professor	17
87	Mr. P. Sukumar	Assistant Professor	2
88	Ms. C. Chithra Devi	Assistant Professor	2
89	Mr. N. Ganapathiram	Assistant Professor	2
90	Dr. M. Ramaraj	Assistant Professor	3
91	Ms. G. Nivetha	Assistant Professor	1
92	Ms. M. Suriya	Assistant Professor	7

93	Ms. J. Gokulapriya	Assistant Professor	3
94	Ms. V. Yogashri	Assistant Professor	1
95	Ms. M. Vargina Aslam	Assistant Professor	3
96	Ms. M. Sruthi	Assistant Professor	1
97	Ms. R. Parameswari	Associate Professor	13
98	Mr. I. Bhaarathi	Associate Professor	13
99	Ms. N. Sukanya	Assistant Professor	1
100	Ms. C. K. Sukanya	Assistant Professor	4
101	Ms. M. Usha Devi	Assistant Professor	3
102	Ms. M. Deepadharshana	Assistant Professor	1
103	Ms. R. Sneha	Assistant Professor	2
104	Ms. A. P. Bhavana	Assistant Professor	1
105	Dr. T. M. Hemalatha	Professor	15
106	Dr. V. T. Dhanaraj	Professor	19
107	Dr. A. Saravanakumar	Professor	16
108	Ms. G. Arutgeevitha	Associate Professor	8
109	Mr. M. M. Vishnu	Assistant Professor	4
110	Ms. N. Indhumathi	Assistant Professor	4
111	Ms. M. Priyadharshini	Assistant Professor	4
112	Dr. K. Prabhakaran	Associate Professor	8
113	Ms. R. T. Lavanya	Assistant Professor	2
114	Mr. P. Sasikumar	Assistant Professor	2
115	Ms. V. Priyanka	Assistant Professor	2
116	Ms. G. K. Ragavi	Assistant Professor	2
117	Ms. M. Mohanapriya	Assistant Professor	3
118	Ms. V. Varsha	Assistant Professor	2
119	Ms. M. Priya Dharshini	Assistant Professor	1
120	Ms. M. Chitra	Assistant Professor	3
121	Mr. G. Suresh	Assistant Professor	3
122	Ms. B. Bushara	Assistant Professor	5
123	Ms. S. Harydharuni	Assistant Professor	1
124	Mr. R. Ajithkumar	Assistant Professor	1
125	Ms. M. Deepa	Assistant Professor	2

126	Ms. C. Kanishma Devi	Assistant Professor	1
127	Ms. G. Kowsalya	Assistant Professor	7
128	Mr. J. Rakesh	Assistant Professor	4
129	Ms. P. Girija	Associate Professor	8
130	Ms. V. Pavithra	Assistant Professor	1
131	Ms. S. Arthi	Assistant Professor	2
132	Ms. Sneha Devadas	Assistant Professor	1
133	Mr. M. Vignesh	Assistant Professor	1
134	Dr. B. Geethpriya	Associate Professor	11
135	Ms. S. Vasundharadevi	Assistant Professor	3
136	Ms. M. Anitha	Assistant Professor	1
137	Ms. R. Pavithra	Assistant Professor	3
138	Ms. Subhashini Vasu	Associate Professor	8
139	Ms. J. Rameeja Behum	Assistant Professor	4
141	Ms. B. Ramya	Assistant Professor	6
142	Ms. K. Kousika	Assistant Professor	1
143	Ms. P. Sathya	Assistant Professor	5
144	Ms. Suganya K	Assistant Professor	2
145	Dr. R. Aruna	Assistant Professor	1
146	Dr. Mahesh Bhalakrishnan	Professor	32
147	Dr. V. Sridhar	Professor	32
148	Dr. E. Kamatchi Muthulakshmi	Assistant Professor	7
149	Mr. S. Najumudeen	Associate Professor	11
150	Mr. U. Rahul	Assistant Professor	6
151	Mr. A. Prakash	Associate Professor	12
152	Ms. A. Gayathri	Associate Professor	10
153	Ms. M. Udhaya	Professor	16
154	Mr. R. M. Chockalingam	Assistant Professor	1
155	Ms. C. Anithashree	Assistant Professor	4
157	Mr. S. Ramesh	Assistant Professor	6
158	Ms. V. Priya	Professor	21
159	Mr. T. Amal Franco	Professor	16
160	Ms. S. Maheswari	Assistant Professor	4

161	Ms. B. Pavithra	Assistant Professor	2
162	Ms. M. Jeevitha	Assistant Professor	1
163	Ms. C. V. Sindhu	Associate Professor	9
164	Ms. K. Abarna	Assistant Professor	1
165	Mr. J. Mahendran	Associate Professor	14
166	Dr. Garigipati Sudhir	Professor	20
167	Dr. A. Selvakumar	Associate Professor	14
168	Dr. K. Praveenkumar	Assistant Professor	3
169	Dr. P. K. A. Chitra	Associate Professor	14
170	Dr. V . Rajalakshmi	Associate Professor	13
171	Dr. J . Jeelan Basha	Professor	16
172	Dr . Sivaprakash P	Professor	15
173	Ms. Suma Maheswararao	Professor	18
174	Mr. Kailash Tharayil	Associate Professor	14
175	Mr. Jayakumar M	Professor	16
176	Mr. Anjit Raja R	Professor	16
177	Mr. Janarthanan S	Associate Professor	13
178	Dr. Kalidhasan M	Associate Professor	8
179	Mr. Aravindan Mohan	Assistant Professor	4
180	Mr. Mohamed Iliyas A	Professor	15
181	Mr. Kumaresan B	Assistant Professor	2
182	Mr. Vignesh	Associate Professor	9
183	Mr. Mervin George G	Professor	16
184	Ms. Krithika S J	Associate Professor	8
185	Ms. Sathish Kumar R	Associate Professor	12
186	Ms. Sneha Rose	Assistant Professor	7
187	Dr. Ramakrishna Gandhi	Associate Professor	14
188	Ms. Karthika J	Professor	15
189	Ms. Sujina S	Assistant Professor	7
190	Dr. Revathi A	Assistant Professor	5
191	Mr. Maneeshap A	Assistant Professor	1
192	Mr. Aneesh K	Assistant Professor	2
193	Dr. A. Mary Diana	Assistant Professor	7

194	Mr. Arivazhagan S	Assistant Professor	7
195	Dr. Madan A Sendhil	Professor	17
196	Dr. S. Krishna Kumar	Professor	18
197	Mr. Singu B H	Associate Professor	11
198	Dr. Sivaganesan S	Professor	17
199	Ms. Monica D	Associate Professor	11
200	Ms. Sudha V. K	Assistant Professor	7
201	Ms. Yasmin A	Assistant Professor	7
202	Ms. Priya D	Associate Professor	12
203	Ms. Rajeswari P	Professor	19
204	Ms. Mincy Sabu	Associate Professor	11
205	Ms. Rajshree	Associate Professor	12
206	Ms. Margaret Jennifer	Assistant Professor	1
207	Mr. S. Vijay	Assistant Professor	6
208	Ms. Nandhini M	Assistant Professor	2
209	Ms. Benazir M	Assistant Professor	3
210	Mr. M. Murugavel	Associate Professor	9
211	Ms. Narmadha	Associate Professor	9
212	Ms. Safah M	Assistant Professor	1
213	Mr. Anbuchelvan R S	Associate Professor	13
214	Mr. Archanadevi R	Assistant Professor	3
215	Ms. Angeline	Professor	17
216	Ms. Santhoshsivam D	Assistant Professor	6
217	Ms. Harshini M	Assistant Professor	1
218	Ms. Preethi B	Assistant Professor	4
219	Mr. Vibinchandar	Assistant Professor	2
220	Mr. Syed Ahamed V A A	Professor	23
221	Mr. Karuppuswamykj	Associate Professor	9
222	Ms. Sabeenay	Assistant Professor	3
223	Mr. Vijayaganesh N S	Professor	18
224	Mr. Arun Parasuraman	Associate Professor	10
225	Dr. Mohanraj E	Associate Professor	14
226	Mrs. N. Vimala	Professor	23

227	Mrs. S. Shanmugavalli	Associate Professor	12
228	Mr. P. Ganeshkumar	Associate Professor	12
229	Mr. C. Palanisamy	Associate Professor	10
230	Mr. S. Sthilagavathi	Associate Professor	8
231	Ms. S. K. R. Devi	Assistant Professor	5
232	Mrs. K. Srinithi	Assistant Professor	3
233	Mrs. M. Shahana	Assistant Professor	1
234	Mrs. P. Mala	Assistant Professor	6
235	Mrs. M. Priya	Assistant Professor	1
236	Mrs. D. Umadevi	Assistant Professor	4
237	Mrs. R. Seetha	Associate Professor	11
238	Mrs. R. Arunvidya	Assistant Professor	6
239	Mrs. K. Revathy	Assistant Professor	5
240	Mrs. Jackulin T	Assistant Professor	7
241	Ms. Monisha Jeffrine J	Assistant Professor	1
242	Dr. Asmi S	Assistant Professor	4
243	Dr. R Pandeewari	Assistant Professor	7
244	Ms. Brindhadevi	Assistant Professor	7
245	Dr. A Nithya	Assistant Professor	3
246	Mr. Arun Raaj	Assistant Professor	4
247	Mr. Pratheep	Assistant Professor	3
248	Ms. Parimala	Associate Professor	12
249	Ms. A. R. Sulthana	Assistant Professor	4
250	Mr. Pratheep	Assistant Professor	3
251	Mrs. Sima Sendhil	Professor	17
252	Mr. S. Ramesh	Associate Professor	13
253	Ms. S. Serene Lancy	Assistant Professor	4
254	Dr. N. Jeyakkannan	Associate Professor	10
255	Dr. T. Rammohan	Associate Professor	10
256	Dr. Kumar J	Associate Professor	10
257	Dr. Vaidevi S	Associate Professor	10
258	Dr. K. Sivakumar	Associate Professor	8
259	Dr. A. Sivakumar	Associate Professor	8



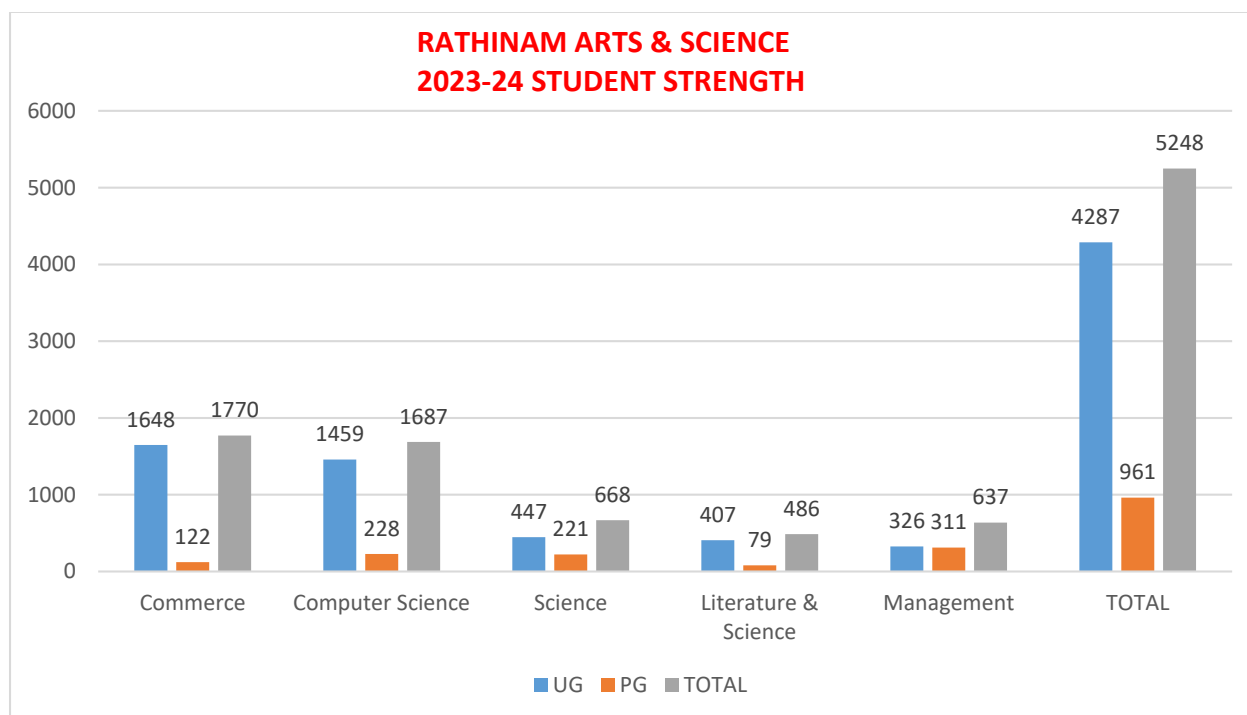
260	Ms. S. Sathyakala	Associate Professor	8
261	Ms.K. Renuka	Assistant Professor	7
262	Ms.U. Ponmani	Assistant Professor	5
263	Ms.S. Rakshaya	Assistant Professor	5
264	Ms.N. Narmatha	Assistant Professor	4
265	Ms.C. Kanimozhi	Assistant Professor	4
266	Ms.P. Rekha	Assistant Professor	7
267	Ms.J. Poorani	Assistant Professor	5
268	Ms.S. Maheswari	Associate Professor	8
269	Ms.K. Sangeetha	Associate Professor	8
270	Ms.D. Uthayageetha	Assistant Professor	7
271	Ms.T. Indirani	Assistant Professor	6
272	Ms.T. Ranjani	Assistant Professor	5
273	Ms.K. Shapna	Assistant Professor	5
274	Ms.D. Saranya	Assistant Professor	4
275	Dr. Mohana Venkataraman	Professor	25
276	Dr. Lipindev. M. S.	Professor	23
277	Dr. Hariprasad	Professor	26
278	Dr. S. Vijayakumar	Professor	17
279	Dr. S. Palanikumar	Professor	23
280	Dr. Prabhu Ananth	Professor	26
281	Mr. Immanual Kirubakar	Professor	18
282	Mr. Sritharan S	Associate Professor	11
283	Mr. Dharmendra S	Assistant Professor	6
284	Mr. Yoga Pradesh B	Assistant Professor	3
285	Ms. Prasanna K	Assistant Professor	3
286	Mr. Karthik K N	Assistant Professor	3
287	Dr. Saradha R	Associate Professor	13
288	Ms .D. Priya Dharshini	Assistant Professor	3
289	Ms. K. G. Nandhini	Assistant Professor	1
290	Ms. T. Lakshmi	Assistant Professor	1
291	Ms. P .Sivaranjani	Assistant Professor	1
292	Ms. B. Krishna Prabha	Assistant Professor	1

293	Ms. B. Kiran Mayi	Assistant Professor	0.3
294	Ms. S. Joicsy	Assistant Professor	7
295	Dr. P. Geetha	Associate Professor	9
296	Dr. N. Chandar Kumar	Professor	23

### 3.5 School-Wise Students in 2023-24

Rathinam College of Arts and Science comprises five distinct schools: The School of Commerce, School of Computer Science, School of Science, School of Creative Science, and School of Management. During the 2023-24 academic year, the college campus is bustling with a diverse body of 5,248 students, including undergraduates, postgraduates, and Ph.D scholars. A detailed breakdown of student enrolment across these schools is provided in the table below along with graphical representation of the distribution.

School	UG	PG	TOTAL
Commerce	1648	122	1770
Computer Science	1459	228	1687
Science	447	221	668
Creative Science	407	79	486
Management	326	311	637
<b>TOTAL</b>	<b>4287</b>	<b>961</b>	<b>5248</b>



### 3.6 Students Contribution to Society

The institution strongly believes that serving the people is serving the society. Thus, the institution has adopted five villages in the neighbourhood community.

#### 3.6.1 NSS Units:

The institution has 3 NSS units lead by enthusiastic and energetic program officers, who are instrumental in organizing extension activities in the adopted villages. To create awareness of the social issues, the institution has made it mandatory for all undergraduate students to enrol in any one of the clubs/committees. Thus, providing an opportunity for them to learn the social issues and solving them as a team. A ten-day camp is organized by NSS units every academic year, where the NSS volunteers have to stay in the adopted village and serve the community. This real-time learning experience helps the volunteers to understand the social issues and how to solve them scientifically as a team.

The NSS units prepare a yearly planner to undertake extension activities in the neighbouring community. The activities like Hazards of Plastics, Women Empowerment, Child Labour, Helmet Awareness Rally, Blood Donation, Free Medical Check-up, Tree Plantation, Fundamental Rights, Digital Literacy, Central Government Schemes, Personal

Health and Hygiene, Conservation of Nature, and Organ Donation serve as an eye-opener to the society as well as to the students. In addition to the above, under the Unnat Bharat Abhiyan (UBA) Program (a flagship program of MHRD, Govt of India), NSS had received a fund of Rs.50000/- to conduct a survey in the adopted villages and to conduct awareness sessions to the people.

### **3.6.2 The clubs and Cells**

The institution has established 23 clubs/committees with a well-framed objective to encourage the students to participate in the extension activities. These Clubs / Cells / Committees are headed by a team of faculty with students as members prepare an action plan at the beginning of every year to carry out the extension activities. The clubs and cells organize programs on such fundamental rights, the importance of health and hygiene, the importance of biodiversity conservation, consumer rights, and awareness on women empowerment, entrepreneurship development, and Road Safety. The clubs/cells play an important role in providing an opportunity to the faculty and students to serve society and learn leadership and organizing skills. The activities of these clubs/cells are closely monitored by IQAC for their progress and in accordance with their action plan.

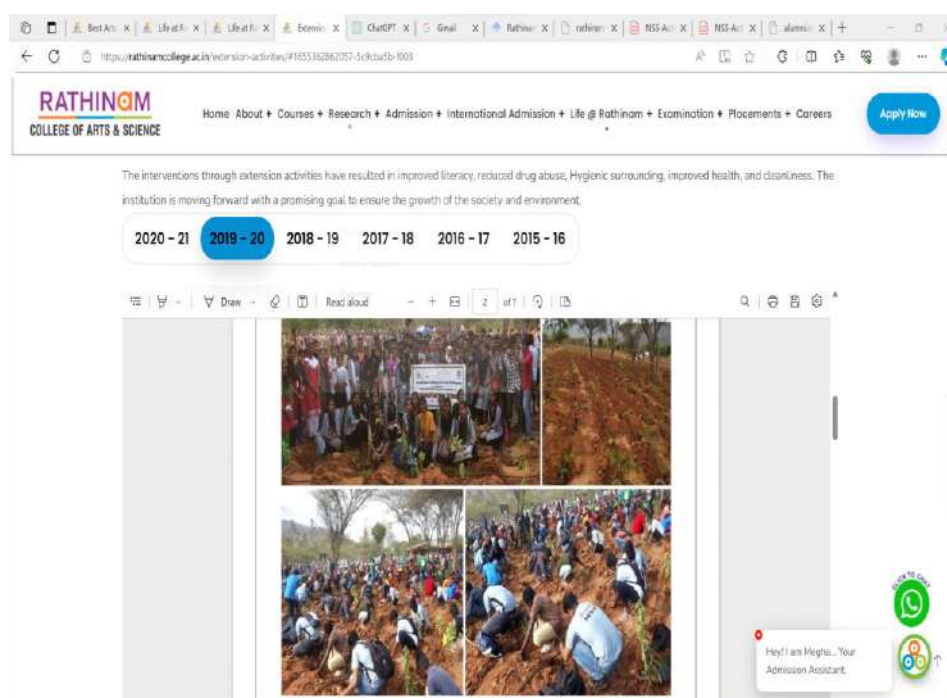
### **3.6.3 Community Radio**

Community radio in the name of “Rathinavani – 90.8” under the department of Visual Communication is established in the year 2013 on the college campus. The Rathinavani has a communication radius of 13 km, broadcasting programs for the welfare of neighbouring societies. The Rathinavani serves as a hub for organizing programs like Health and Hygiene, Women Empowerment, awareness on Poshan Abiyan, Digital Literacy, Human Rights, Consumer Rights, and importance of Child Education, Social Issues, and Personal Issues. The UNESCO has recognized Rathinavani as one of the “Best Community Radio” for its outstanding community service and also partnered with UNICEF outreach activities like Eradication of Child Marriage, awareness on Girl Child Education, Poshan Abhiyaan, and awareness on COVID -19 & vaccination. The Rathinavani has received financial assistance from various agencies to carry out the extension activities. Also Rathnavani has received award form Ministry of Information and Broadcasting for organizing series of programs on societal development.

## 3.6.4 Impact on Students

The Institution, through extension activities, transforms the students as leaders of social change to provide lasting solutions to social problems. Engaging the students in extension activities has created a sense of selfless service-mindedness among the student community. It helps to instill social responsibility, groom overall personality and create awareness on social issues.

## 3.6.5 Impact on the Society



The interventions through extension activities have resulted in improved literacy, reduced drug abuse, Hygienic surrounding, improved health, and cleanliness. The institution is moving forward with a promising goal to ensure the growth of the society and environment.

## 3.7 Rathinam CAS – Major Accolades







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Ministry of Education Government of India SMART INDIA HACKATHON 2022 75th Anniversary Azadi Ka Amrit Mahotsav RATHINAM COLLEGE OF ARTS & SCIENCE

TEAM CTRL+INTELLIGENCE

**Congratulations**

**WINNER**

**SMART INDIA HACKATHON 2022**

Our final year students from the Department of Artificial Intelligence and Machine Learning (TEAM - 12161 CTRL+INTELLIGENCE) have won First Prize in "National Level Smart India Hackathon 2022 - Software Edition" with 1 Lakh Cash Prize.

MeE's INNOVATION CELL (competitions@mee.gov.in) PERSISTENT

aws

Shell

50 YEARS RATHINAM RATHINAM COLLEGE OF ARTS & SCIENCE A++ G2

**CONGRATULATIONS!**

**WINNERS IN STATE LEVEL HACKATHON CONTEST**

Happy to announce that five of our Rathinam College iNurture-students from II year WON the FIRST PRIZE in a 32 Hours State Level Hackathon contest

**JTECH ZEAL 2023**

**10,000 CASH PRIZE**

Organized by Department of information technology, Sona college of technology, salem, tamilnadu.

**iNURTURE Education Solutions**

100+ Total team finalised 40 (2 teams from-rathinam)

TOMORROW'S HERE



**RATHINAM COLLEGE OF ARTS & SCIENCE**

**Congratulations**  
**Winners of**  
**GUJARAT NEW INDIA VIBRANT HACKATHON**  
**3,00,000 Prize Money**

REGISTERED  
350 Teams

First Round  
250 Teams

Finals  
161 Teams

2 Winners

First Prize	Second Prize
<b>Mentor</b> Mr. R. Anjith Raja <b>Team Leader</b> Ms. S. Sivarajani - First Yr - B. Sc - IT Data Science <b>Team Members</b> Mr. Gokul D - First Yr - B. Sc - CS - CTS Ms. Revathi S - First Yr - B. Sc - CS - CTS Mr. Bharath Raj M J - First Yr - B. Sc - CS - CTS Ms. Srinisha P - First Yr - B. Sc - JIML Ms. Sumitha Sri P - First Yr - B. Sc - JIML	<b>Mentor</b> Mr. S. Vignesh <b>Team Leader</b> Ms. Shamyaktha R S - Third Yr - B. Sc - CS - CTS <b>Team Members</b> Ms. Ashika Shrivani K B - Second Yr - B. Sc - AIML Mr. Abdul Nufar Z - Second Yr - B. Sc - AIML Mr. Hari hara sudan M - Third Yr - B. Sc - CS - CTS Ms. Chanchal Lakshmi SR - Second Yr - B. Sc - IT - DS Mr. Marthanan S - Third Yr - B.A - Davaps Ms. Sri Brihadha S - Second Yr - B. Sc - CS - CTS Ms. Bireelakshmi V Second year I. Sc - IT IS

Special Thanks to  
Ms. S. Mohanapriya and Mr. C. Santhosh  
Sr. Faculty - IT Vertical

www.rathinamcollege.edu.in

**RATHINAM COLLEGE OF ARTS & SCIENCE**

**CONGRATULATIONS**

We proudly announce that Rathinam college of Arts and Science Student **P. PRAVEEN (II BA English)** has achieved remarkable success, securing **SILVER MEDALS** in both **Junior and Senior Bodybuilding** categories, showcasing incredible prowess with a weight of (60kg).

**CHAMPION OF MR. TAMIL NADU**  
**2 PT ZONE CLASSIC BODYBUILDING 2023**

www.rathinamcollege.edu.in

**RATHINAM COLLEGE OF ARTS & SCIENCE**

**CONGRATULATIONS**

We are Happy to announce that the Rathinam College of Arts and Science Weight Lifting (91 Kg Category) **PADMANATHAN M (23MCC003)** Secured **Third Position** in  **BHARATHIAR UNIVERSITY INTER COLLEGIATE WEIGHT LIFTING TOURNAMENT** on November 18<sup>th</sup> 2023 at Hindusthan College of Arts & Science, Coimbatore.

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**RATHINAM COLLEGE OF ARTS & SCIENCE**

**CONGRATULATIONS**

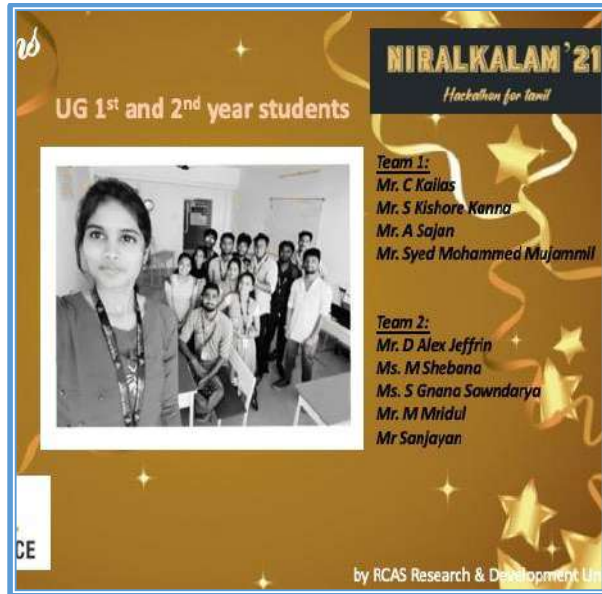
We are Happy to announce that the Rathinam College of Arts and Science Football Team **WON** the match against PSG CAS in finals with the score of 3/0 in **MOULASAMY KANAGARAJ MEMORIAL FOOTBALL TOURNAMENT** organized by DS SPORTS ACADEMY Held on 16<sup>th</sup> & 17<sup>th</sup> December 2023.

www.rathinamcollege.edu.in



**Smart India Hackathon  
2022 First Place**





**CYBER ARANGAM Hackathon-2022  
Third Place**

## **CHAPTER-4: ADAPTATION OF NEP 2020 POLICIES**

**CHAPTER-4****ADAPTATION OF NEP 2020 POLICIES**

<b>S. NO.</b>	<b>INDEX</b>	<b>PAGE NO.</b>
4.1	NEP2020 – An Introduction	74
4.2	Rathinam Global DTBU's Holistic Approach to NEP 2020	74
4.3	Rathinam Global DTBU's NEP 2020 Integration – Embracing Multi-disciplinary Education	76
4.4	Rathinam Global DTBU's Strategy for Ideal Learning Environments in Alignment with NEP 2020	77
4.5	Internationalization Strategy at Rathinam Global DTBU	78
4.6	Fostering Student Growth and Well-being: Rathinam Global DTBU's NEP 2020 Initiatives	79
4.7	Empowering Educators: Faculty Development in line with NEP 2020 at Rathinam Global DTBU.	80
4.8	Advancing Equity and Inclusion: Rathinam Global DTBU's NEP 2020 Commitment	81
4.9	Innovating Vocational Education at Rathinam Global DTBU	83
4.10	Celebrating Indian Heritage: Rathinam Global DTBU's Initiatives to promote Indian Languages, Arts, and Culture.	83

## CHAPTER-4

### ADAPTATION OF NEP 2020 POLICIES

#### 4.1 NEP 2020 - An Introduction

The National Education Policy (NEP) 2020, a landmark reform in India's educational landscape, supersedes the 34-year-old National Policy on Education framed in 1986. As a pivotal educational initiative of the 21st century, NEP 2020 is anchored in the fundamental tenets of Access, Equity, Quality, Affordability, and Accountability. This policy aligns with the objectives of the 2030 Agenda for Sustainable Development and aims to elevate India to the status of a globally acclaimed knowledge society. It advocates for a comprehensive, adaptable, and multidisciplinary approach in both school and college education, focusing on meeting the demands of the contemporary era and fostering the distinct abilities and talents of each student.

A critical goal of NEP 2020 is the substantial enhancement of the Gross Enrolment Ratio (GER) in higher education, including vocational studies. The ambition is to escalate the GER from 26.3% as recorded in 2018 to a minimum of 50% by the year 2035. In support of this aim, Rathinam Global DTBU is set to implement extensive, multidisciplinary programs, broadening its educational outreach from 5600 students in the academic year 2024-25 to an impressive 17,000 students over the next decade. This growth reflects a commitment to actualizing the ideals of NEP 2020, striving to make education more inclusive and accessible while simultaneously improving the quality and breadth of academic offerings.

#### 4.2 Rathinam Global DTBU's Holistic Approach to NEP 2020

Rathinam Global Deemed To Be University is the brainchild of Dr. Madan A. Sendhil, an accomplished philanthropist, Chairman of Rathinam College of Arts and Science (RCAS), a distinguished educational institution established in 2001, nestled in a vast 70-acre campus, RCAS is part of a larger educational ecosystem that includes Rathinam Technical Campus, Rathinam Institute of Management, Rathinam International Public School, Rathinam School of Architecture, Rathinam College of Physiotherapy, Rathinam College of Pharmacy, Rathinam Technology Park hosting over 30 IT/ITES Companies, and an Atal Incubation



Center (AIC Raise) sponsored by NITI Aayog. Rathinam Global DTBU's adaptation of the National Education Policy (NEP) 2020 involves a comprehensive and strategic approach to transform its educational offerings. This adaptation aligns with NEP 2020's vision of providing holistic, multidisciplinary education to foster well-rounded, skilled individuals equipped for the 21<sup>st</sup> century.

Here's an outline of the key aspects of this adaptation:

- **Holistic Multidisciplinary Programs:** Emphasizing a broad-based, multi-disciplinary approach, the curriculum at Rathinam Global DTBU will integrate sciences, arts, humanities, mathematics, and professional fields. This ensures exposure to a variety of disciplines, encouraging creativity, flexibility, and vocational education. The goal is to develop individuals with diverse capabilities, soft skills, and deep specialization in their chosen fields towards employability.
- **Flexible Degree Options:** Offering a choice between a 3-year Bachelor's degree and a 4-year multidisciplinary Bachelor's program. This flexibility caters to the diverse needs and aspirations of students with a multiple entry and exit points.
- **Academic Bank of Credits:** Implementing a digital system to store academic credits, which allows students to accumulate credits over time and earn their degrees flexibly.
- **Multidisciplinary Education and Research:** In a forward-moving transition, Rathinam Global DTBU is poised to shift from its existing role as a predominantly teaching-focused institution to a Research-Intensive Multidisciplinary Education and Research University (MERU). This change will be carried out in a phased manner, with a focus on expanding its multidisciplinary academic and research capabilities.
- **Diverse Learning Modes:** Providing programs through traditional in-class methods, as well as online and Open and Distance Learning (ODL) modes to cater to different learning preferences and needs.
- **Student Support Centers and Scholarships:** Establishing support centers and scholarship funds specifically to assist socio-economically disadvantaged students, ensuring equal opportunities for all.

- **Professional Counselling Services:** Offering professional academic and career counselling to support students' physical, psychological, and emotional well-being.
- **Research Funding:** Securing funding through the National Research Foundation (NEP) to support research initiatives, fostering a strong research culture.
- **Open and Distance Learning (ODL):** Embracing ODL to provide flexible learning opportunities, making education more accessible to a wider range of students.

Through these initiatives, Rathinam Global DTBU is poised to make significant contributions to the educational landscape, reflecting the progressive spirit of NEP 2020 and its commitment to inclusive, quality education.

### 4.3 Rathinam Global DTBU's NEP 2020 Integration – Embracing Multidisciplinary Education

Rathinam Global DTBU is dedicated to fostering a holistic and multidisciplinary educational environment, aimed at nurturing all aspects of student development - intellectual, aesthetic, social, physical, emotional, and moral.

The university will implement innovative, imaginative and flexible curriculum structures, facilitating innovative multidisciplinary study combinations and providing various entry and exit points for students. This approach will encompass a wide range of departments including Languages, Literature, Music, Philosophy, Indology, Art, Dance, Theatre, Education, Mathematics, Statistics, Pure and Applied Sciences, Sociology, Economics, Sports, Translation and Interpretation, and more.

All courses at Rathinam Global DTBU will incorporate credit-based modules in community engagement, environmental education, and value-based education. The undergraduate programs will offer both 3 and 4-year options with multiple exit choices, including certificates, diplomas, or bachelor's degrees based on the duration of study. The 4-year multidisciplinary Bachelor's program, with an emphasis on research, will be especially encouraged.

An Academic Bank of Credit (ABC) will be established to digitally store and manage academic credits from various courses, facilitating the seamless awarding of degrees based

on accumulated credits. In the 4-year programs, students will have the opportunity to earn a 'degree with Research' by engaging in extensive research projects in their major study areas.

Rathinam Global DTBU will also enhance its focus on research and innovation by establishing start-up incubation centers through AIC RAISE, technology development centers, and centers for advanced research. This will include strengthening industry-academic collaborations with the support of Centres of Excellence to promote interdisciplinary research across a variety of fields, including humanities and social sciences.

#### **4.4 Rathinam Global DTBU's Strategy for Ideal Learning Environments in Alignment with NEP 2020**

- **Curricular Innovation and Pedagogical Autonomy:** Rathinam Global DTBU faculty will enjoy autonomy in innovating curriculum, pedagogy, and assessment methods, adhering to the broader framework of higher education qualifications.
- **Flexible and Innovative Assessment Systems:** The institution will adopt and customize its assessment systems, including the Choice Based Credit System (CBCS), to foster innovation and flexibility in evaluations.
- **Criterion-Based Grading with Focus on Achievements:** Rathinam Global DTBU will adopt a grading system that assesses student performance against the specific objectives of each program, emphasizing students' achievement and learning outcomes.
- **Shifting to Continuous and Comprehensive Evaluation:** The institution will shift its focus from high-pressure exams to a more holistic, comprehensive and continuous assessment model to evaluate student progress.
- **Holistic Academic Planning:** Rathinam Global DTBU will integrate detailed academic strategies, ranging from curriculum updates to teaching quality enhancements, into its comprehensive Institutional Development Plan (IDP).
- **Enhanced Student Support Services:** High-quality support centers and professional academic and career counselling services will be readily available to all students at the institution.

- **Quality Assurance in Open and Distance Learning (ODL):** Rathinam Global DTBU will develop and adhere to rigorous standards and guidelines to ensure the quality and effectiveness of its Open and Distance Learning programs.
- **Global Standards for All Programs:** Rathinam Global DTBU will aim to meet global quality standards in all its programs, courses, curricula, and pedagogies, including those offered in-class, online, and through ODL modes, as well as in all aspects of student support.

Through these implementations, Rathinam Global DTBU will practice and exemplify the principles outlined in NEP 2020, ensuring an optimal and globally-aligned educational environment for its students.

## 4.5 Internationalization Strategy at Rathinam Global DTBU

Rathinam Global DTBU aims to foster a global learning environment by welcoming a growing number of international students and facilitating opportunities for its students to study abroad. Here's how the university plans to implement this:

- **Promoting India as an Educational Hub:** Rathinam Global DTBU will contribute to positioning India as an attractive destination for higher education, offering top-tier education at reasonable costs.
- **Establishing an International Students Office:** The university will set up a dedicated International Students Office to manage all activities related to the support and integration of foreign students.
- **Fostering Research and Educational Partnerships:** Rathinam Global DTBU will actively pursue collaborations with renowned foreign institutions for research, teaching, and exchange programs for faculty and students.
- **Encouraging Student Mobility:** There will be increased support for students from Rathinam Global DTBU to visit, study, transfer credits, or conduct research at overseas institutions, and similarly, for international students to engage with the university.
- **Global Expansion:** Rathinam Global DTBU will explore opportunities to establish campuses abroad, following the NEP 2020's encouragement for high-performing Indian universities to expand internationally.

Through these initiatives, Rathinam Global DTBU is committed to enhancing its global presence and providing its students and faculty with international exposure and opportunities.

#### **4.6 Fostering Student Growth and Well-being: Rathinam Global DTBU's NEP 2020 Initiatives**

Rathinam Global DTBU is steadfast in its commitment to fostering a dynamic and nurturing environment for its students, guided by the principles of NEP 2020. The university's strategy for augmenting student life encompasses:

- **Broad Spectrum of Extracurricular Activities:** Rathinam Global DTBU will offer a wide array of activities for student engagement, including sports teams, cultural and arts clubs, eco-clubs, various activity groups, and community service initiatives.
- **Robust Counselling Services:** The university is set to implement comprehensive counselling systems aimed at assisting students with stress management and emotional adjustment, creating a supportive academic environment.
- **Expansion of Hostel Facilities:** Understanding the need for accessible and comfortable accommodation, Rathinam Global DTBU intends to expand its hostel facilities, catering to the needs of a diverse student body from India and abroad.
- **Quality Healthcare Services:** Prioritizing the health and wellbeing of its students, the university will ensure the availability of top-notch medical facilities on campus, accessible to all students.
- **Incentivising Merit for Diverse Groups:** Rathinam Global DTBU will implement initiatives to reward and incentivize the academic achievements of students from SC, ST, OBC, and other Socio-Economically Disadvantaged Groups (SEDGs).
- **Scholarships and Free Ships:** In alignment with NEP 2020, Rathinam Global DTBU, as a private higher education institution, will encourage the provision of a significant number of scholarships and free ships to its students, making education more accessible.

#### **4.7 Empowering Educators: Faculty Development**

Rathinam Global DTBU is dedicated to establishing an exemplary work environment for its faculty and staff, going above and beyond the guidelines set by NEP 2020. The university is focused on providing outstanding conditions for its faculty and staff, reflecting its commitment to meet and exceed NEP 2020's recommendations.

Here are the key strategies Rathinam Global DTBU will employ to nurture and empower its faculty and staff:

**Well-Equipped Infrastructure:** Rathinam Global DTBU will ensure that all faculties have access to essential facilities including efficient office spaces, necessary teaching aids and supplies, clean drinking water, comprehensive libraries, state-of-the-art laboratories, and comfortable classroom spaces across a welcoming campus with clean and hygienic amenities.

- **State-of-the-Art Educational Technology:** Each classroom at Rathinam Global DTBU will be equipped with the latest educational technology tools to foster enhanced learning experiences, benefiting both faculty and students.
- **Curricular and Pedagogical Autonomy:** Faculty members will be granted the freedom to develop their own teaching methods and curriculum content, within the bounds of the approved educational framework, encouraging innovative and effective teaching practices.
- **Transparent Faculty Recruitment:** The university will establish clear, independent, and transparent procedures and criteria for faculty recruitment, ensuring a fair and efficient hiring process.
- **Faculty/Staff Development Initiatives:** Offering comprehensive programs for faculty and staff development to enhance their skills and knowledge.
- **Research and Academic Exposure:** Providing opportunities for faculty to present research papers at both national and international conferences, enhancing Rathinam Global DTBU's academic reputation in India and abroad.
- **International Collaboration Opportunities:** Facilitating opportunities for faculty to engage in short-term research and teaching assignments at universities abroad.



- **Rewards for Research and Innovation:** Enhancing incentive and reward systems for notable achievements in research, consultancy, and intellectual property rights.
- **Competitive Compensation and Benefits:** Attracting and retaining top-tier faculty members through competitive salaries and benefits, with a focus on those who have a strong research background.
- **Educational Opportunities for Faculty/Staff Children:** Offering access to quality education for the children of faculty members, both at school and higher education levels.
- **Residential Provisions:** Providing residential facilities within the campus and in Coimbatore city for faculty/staff convenience and community building.

#### **4.8 Advancing Equity and Inclusion:**

Rathinam Global DTBU is set to implement a series of actions to foster equity and inclusion in higher education, aligning with the NEP 2020 guidelines. Here are the steps the university will undertake:

- **Reducing Financial Barriers:** Implementing strategies to lessen the opportunity costs and fees associated with higher education.
- **Enhanced Financial Support:** Offering a broader range of financial assistance and scholarships to students.
- **Outreach for Higher Education Opportunities:** Conducting extensive outreach programs to inform potential students about higher education opportunities and available scholarships.
- **Inclusive Admissions Processes:** Reforming admissions procedures to be more inclusive, accommodating a diverse student body.
- **Inclusive Curriculum Development:** Designing curricula that reflect inclusivity and cater to a wide range of perspectives and backgrounds.
- **Boosting Employability:** Enhancing the employability potential of higher education programs through industry-relevant courses and skills development.
- **Courses in Indian Languages:** Offering more degree courses taught in Indian languages and bilingually, to cater to a wider range of students.

- **Accessible Infrastructure:** Rathinam Global DTBU commits to making all its campus buildings and facilities fully accessible for individuals with disabilities. This includes the installation of ramps, elevators, and specially designed toilets to ensure ease of access and mobility for everyone. Ensuring all campus buildings and facilities are wheelchair-accessible and friendly for individuals with disabilities, through ramps, lifts and special toilets for disabled individuals.
- **Socio-Emotional and Academic Support:** Providing comprehensive socio-emotional and academic support and mentoring for students.
- **Sensitization on Gender Identity:** Ensuring the sensitization of faculty, counsellors, and students on gender identity issues, incorporating this awareness into all aspects of the university, including the curriculum.
- **No-Discrimination and Anti-Harassment Enforcement:** Strictly enforcing rules against discrimination and harassment within the university.
- **Institutional Development Plans for SEDGs:** Developing specific Institutional Development Plans that include detailed actions for increasing participation from Socio-Economically Disadvantaged Groups (SEDGs).
- **Diverse Staff and Faculty Recruitment:** Emphasizing the recruitment of a diverse range of faculty and staff members to reflect a multitude of perspectives and experiences in the educational environment.
- **Cultural Sensitivity Training:** Implementing regular cultural sensitivity training for all faculty and staff to foster an inclusive and respectful campus culture.
- **Partnerships with Diverse Communities:** Establishing partnerships with various communities and organizations to enhance outreach and support for students from diverse backgrounds.
- **Flexible Learning Options:** Offering flexible learning and assessment options to cater to the diverse needs of students, including part-time, evening, and online classes.
- **Student-led Diversity Initiatives:** Encouraging and supporting student-led initiatives and clubs that promote diversity, equity, and inclusion on campus.
- **Inclusion in Leadership and Decision-Making:** Including diverse student and staff voices in leadership roles and decision-making processes to ensure a wide range of perspectives are represented.

- **Community Engagement Programs:** Developing programs that encourage community engagement and understanding, bridging gaps between the university and various societal groups through NSS, NCC and Clubs and Cells.
- **Accessibility in Technology:** Ensuring that all digital resources and technologies used are accessible to students with disabilities.

## 4.9 Innovating Vocational Education at Rathinam Global DTBU

Rathinam Global DTBU is set to revolutionize its approach to vocational education, integrating it seamlessly into the educational framework. The university's strategic plan includes:

- **Widespread Vocational Education Integration:** Rathinam Global DTBU aims to ensure that at least 50% of its learners gain exposure to vocational education, broadening their practical skills and job readiness.
- **Collaborative Course Offerings:** The university will offer vocational education programs both independently and in collaboration with industry partners and NGOs, enriching the curriculum with real-world insights and expertise.
- **Incorporating Vocational Courses in Bachelor's Programs:** Students enrolled in all Bachelor's degree programs, including the 4-year multidisciplinary Bachelor's programs, will have access to vocational courses, allowing them to acquire hands-on skills alongside their academic studies.
- **Flexible Credit-Based Framework:** The credit system at Rathinam Global DTBU will be designed to facilitate seamless mobility between general and vocational education, allowing students to tailor their educational paths.

Through these initiatives, Rathinam Global DTBU is committed to redefining vocational education, making it a fundamental and integrated part of higher education.

## 4.10 Celebrating Indian Heritage: Rathinam Global DTBU's Initiatives to promote Indian Languages, Arts, and Culture

Rathinam Global DTBU is committed to promoting and integrating Indian languages, arts, and culture into its curriculum, aligning with the values of cultural awareness and

expression, in accordance with the NEP2020 guidelines. Here's how the university plans to implement these initiatives:

- **Comprehensive Arts and Language Education:** Offering a wide array of Indian arts at all educational levels, enabling students to explore and appreciate various cultural forms.
- **Integrating Indian Languages into Higher Education:** Seamlessly incorporating the teaching and learning of Indian languages at every level of higher education.
- **Development of Quality Educational Materials:** Producing high-quality learning materials in Indian languages, including textbooks, workbooks, videos, plays, poems, novels, and magazines, to keep these languages vibrant and relevant.
- **Establishing Strong Departments and Programs:** Creating robust departments and programs in Indian languages, comparative literature, creative writing, arts, music, philosophy and more. This includes developing degrees like a 4-year B.Ed. Dual degrees in these subjects.

## **CHAPTER-5: 15 YEAR DETAILED STRATEGIC VISION PLAN AND 05 YEAR ROLLING IMPLEMENTATION PLAN**

**CHAPTER-5****15 YEAR DETAILED STRATEGIC VISION PLAN AND  
05 YEAR ROLLING IMPLEMENTATION PLAN**

<b>S. NO.</b>	<b>INDEX</b>	<b>PAGE NO</b>
5.1	Academic Plan	87
5.2	Faculty Recruitment Plan	95
5.3	Student Admission Plan	100
5.4	Research Plan	109
5.5	Campus Information And Communication Technology Plan	117
5.6	Infrastructure Development Plan	129
5.7	Finance Plan	136
5.8	Administrative Plan	142
5.9	Governance Plan	152



**CHAPTER-5****15 YEAR DETAILED STRATEGIC VISION PLAN AND  
05 YEAR ROLLING IMPLEMENTATION PLAN****5.1 ACADEMIC PLAN**

Rathinam already provides a wide range of academic programs under five schools as shown in Table 5.1

Table-5.1. The table illustrates the diverse academy programs currently offered at Rathinam

Programs	Schools					Total
	Commerce	Computer Science	Science	Management	Creative Arts	
UG Programs	10	8	5	3	3	29
PG Programs	2	3	4	2	2	13
Ph.D. Programs	1	1	4	1	1	8
Total	13	12	13	6	6	50

Many of these programs have industry immersion components through the Technology Park and Centre of Excellences. Through these initiatives, students have attained a high average salary in placements and peak placements at 58 lakhs and 45 lakhs per annum. These initiatives can grow multifold with the flexibility available with DTBU status. The number of programs is also intended to grow to more than double the number listed in Table 6. 2. Conscious of the fact that this growth should be combined with quality, we decided to draw down a detailed strategy after a SWOC analysis for the growth plan. The SWOC followed by the detailed strategy is presented below:

**SWOC Analysis****Strength:**

- **Autonomous Status:** Rathinam College prides itself on its autonomy since 2013, granting it a significant level of independence and flexibility within its academic and administrative frameworks.
- **Diverse Academic Programs:** The college proudly offers an array of undergraduate, postgraduate, and research programs across five major

disciplines, catering to a wide range of academic interests and career aspirations of students.

- **Curriculum Design:** Each program's curriculum is meticulously crafted, incorporating insights from various stakeholders to align with the evolving demands of industry and society, ensuring a robust and relevant educational experience to the learners.
- **Learning Management System:** The college has embraced a versatile Learning Management System, facilitating a dynamic and flexible approach to education that caters to the diverse needs of faculty and students starting from program enrollment until graduation.
- **Outcome-Based Education:** The institution employs Outcome-Based Education (OBE) as a strategic tool to meticulously gauge and enhance the educational outcomes of its graduates, aiming for excellence in all spheres of learning.
- **Strategic Collaborations:** The institution has forged strategic collaborations with entities within the Rathinam Technology Park and other distinguished industries, culminating in the establishment of eight Centers of Excellence. This includes the creation of the Atal Incubation Centre, a beacon of entrepreneurial opportunity, fostering innovation and enterprise among aspiring entrepreneurs.

#### **Weakness:**

- **Degree Conferral:** Rathinam, as an autonomous college, benefits from all privileges granted by the UGC, except for the ability to confer degrees upon its graduates.
- **Multidisciplinary Integrated Programs:** The institution lacks the provision of honors, research-integrated, inter- or multi-disciplinary, and diverse dual degree programs, in contrast to larger universities. This limitation potentially constrains students' options and limits opportunities for specialization.
- **Industry Engagement in Curriculum:** Insufficient involvement of industry professionals in curriculum design and implementation leads to gaps in knowledge, misalignment of skills, and limitations in placements and industry-based projects.

- **Measuring and Evaluating OBE:** Assessing the impact of OBE on enhancing educational outcomes and student learning experiences can be difficult due to complexities in measuring long-term outcomes and attributing them solely to OBE efforts.
- **International Collaborations:** Despite the institution's vision and mission being attuned to international priorities, our limited visibility and outreach as an autonomous college hinder effort for international collaboration.

## Opportunities:

- **Deemed to be University status:** Being an autonomous College for a decade, Rathinam boasts a well-established and seasoned academic and administrative structure, poised for elevation to a deemed to be university status, leading to potential growth in student numbers and education outcome.
- **Innovation and Expansion of Interdisciplinary Programs:** Rathinam has the opportunity to introduce additional innovative programs and specializations in areas such as liberal arts, Indian knowledge systems, health science, agriculture, engineering, and technology. These programs are tailored to cater to the specific needs of the industrialized region.
- **Academic Programs for Working Professionals:** Rathinam can enhance career opportunities for industry professionals, facilitating their professional growth alongside their work commitments by introducing flexible part-time academic programs.
- **Strengthening Collaborations for Global Opportunities:** Rathinam seeks to enhance its collaborations with leading national and international institutions and industries to broaden global placement and career opportunities for the students.

## Challenges:

- **NEP 2020 Implementation:** As an Autonomous college, we encounter regulatory obstacles in aligning our curricula and academic policies with the transformative directives of the National Education Policy (NEP) 2020, particularly in inter- or multi-disciplinary programs, multiple entry/exit options, and 4-year honor and integrated programs.

- **Technological Integration:** The college has introduced a renowned ERP system to unify academic, administrative, and campus functions, enriching the student experience. Yet, embracing such advanced technology presents a continuous challenge, demanding regular updates to teaching methods, learning resources, and the empowerment of stakeholders through training.
- **Academic Excellence:** As an autonomous college with A++ accreditation by NAAC and a rank within the Top 200 in the college category by NIRF, maintaining our commitment to quality and excellence in all academic pursuits presents both a performance and existential challenge.
- **High Graduate Outcome Standards:** Comparing our graduate outcomes to those of nationally renowned institutions underscores the importance of ongoing improvement and delivering high-quality education.
- **Expanding Collaborative Horizons:** As an autonomous college, the task of securing and expanding national and international collaborations with universities is often more challenging, yet crucial for enhancing academic and research opportunities.

The SWOC analysis provides a comprehensive view of the diverse elements that are expected to shape the academic approach of Rathinam college. By exploring the details of the SWOC, a carefully designed action plan has been outlined for Rathinam Global DTBU.

Benchmark	Strategic Plan with Outputs and Outcomes	0-5 Years Progress	6-10 Years Progress	11-15 Years Progress
Complete Autonomy	1. To become a Deemed to be University with an authority to confer degrees. 2. Develop policies in alignment with NEP 2020 to bridge multiple disciplines with project-based learning.	1. Develop the necessary policies, and SOPs for the conferment of degrees.  2.1. Introduce multiple entry and exit option for all the programs.	1.1 Review the existing policies and SOPs for their effectiveness. Based on the feedback, the necessary changes/updates will be incorporated.	1. DTBU with one of the most effective policies and SOPs along with Technology to track. Continue the process of review and updation.  2.1. Continue the review and updating process of multiple entry and exit option for all the programs.

		<p>2.2. Introduce innovative inter and multidisciplinary programs with specializations</p> <p>2.3. Introduce 4 year honors/ with and without research integration.</p> <p>2.4. No. of Programs offered will increase from UG: 29 to 43, PG: 13 to 22, PhD: 8 to 16.</p>	<p>1.2 Implement Tech to track the SOPs</p> <p>2.1. Review the effectiveness of academic flexibility, accordingly the recommendations will be incorporated.</p> <p>2.2&amp;2.3. Evaluate the learning outcomes of existing programs. Based on the feedback necessary changes will be incorporated.</p> <p>2.4. No. of Programs offered will increase from UG: 44 to 58, PG: 23 to 34, PhD: 17 to 24.</p>	<p>2.2&amp;2.3. Continue on the evaluation and incorporation of changes on the existing programs</p> <p>2.4. No. of Programs offered will increase from UG: 59 to 86, PG: 35 to 38, PhD: 25 to 32.</p>
Industrial Immersion Programs	<p>1. Constitute an expert committee to identify and recommend the current and emerging areas for academic study.</p> <p>2. Identify appropriate industry to co-offer the academic programs.</p> <p>3. Establish industry driven Centers of Excellence and Launch Industry</p>	<p>1. New emerging areas will be identified and Industry immersion programs to be launched.</p> <p>2. Signing of MoU with Industry partners to setup Centre of Excellences and involve in joint research and consultancy works</p>	<p>1. Review the programs introduced in the first 5-year plan. Based on the review and feedback received, a detailed revision of the existing programs will be carried out to make them 100% Industry Ready.</p> <p>2. The strategy in the first 5-years will be improvised to introduce 5</p>	<p>1. Increase the number of Centre excellences setup along with Industry to 15. Host Top Notch technologies in the center of Excellences and use them to conduct Consultancy and Research for Industry.</p> <p>2. Achieve student outcomes (i.e., Entrepreneurship, placement, higher education) to have at least 2 of nations Top 50 student outcomes from Rathinam DTBU.</p>

	Immersive programs and courses. Rathinam DTBU intends to increase the number of Industry immersion programs drastically. The table 6.1 below presents the overall growth in number of programs offered in Rathinam DTBU due to these initiatives.	3. Launch of 5 Centers of excellence and introduction of 5 new Industry Immersive programs.	more Industry Immersive programs and setup 5 new Centers of excellence in emerging areas.	3. Make 75% of programs in Rathinam DBTU to be industry immersive conducted along with operational Centre of excellences.
Modern Tools and Blended Learning	<p>1. Enable Hybrid learning environments to make teaching-learning more</p> <p>a) effective, b) self-driven, c) practical oriented, d) experiential and e) industry immersive.</p> <p>2. Continuous Upgradation and enabling of AI features in teaching delivery.</p> <p>3. Semester/Faculty: Flexible and transferable course content.</p>	<p>1. Achieve implementation of hybrid learning Environments for 40% of courses.</p> <p>2. Perform Required upgradation of all digital tools such as LMS, ERP, CRM, and O365 Intranet Environment to provide smooth teaching-learning environment for students and faculty.</p> <p>3. Enable 40% of course flexibility by making them editing and transferable to a new faculty.</p>	<p>1. Achieve implementation of hybrid learning Environments for 80% of courses.</p> <p>2. Perform Required upgradation periodically to achieve 50% of AI features implemented for improving Teaching-Learning outcomes.</p> <p>3. Enable 80% of course flexibility by making them editing and transferable to a new faculty.</p>	<p>1. Achieve implementation of hybrid learning Environments for 100% of courses.</p> <p>2. Perform Required upgradation periodically with 100% of AI features implemented for improving Teaching-Learning outcomes.</p> <p>3. Enable 100% of course flexibility by making them editing and transferable to a new faculty.</p>
Global Outreach and	1. Improve the Accreditation and Ranking as a DTBU.	1. Identify the criteria and metrics, categorize them	1. Improve upon the national ranking to be	1. Achieve Top 60 in National ranking and Top 500 in International ranking.



Collaboration	<p>2. Participate in the International and Ranking Framework.</p> <p>3. Provide International Academic exchange programs for Foreign students and faculty members</p>	<p>into strong and weak, and strengthen the necessary parameters to achieve international accreditation.</p> <p>2. Participation in the International Accreditation and Ranking frameworks.</p> <p>3. Initiate collaboration with at least 10 international universities ranked among the top 500 globally.</p>	<p>with in Top 100 in India.</p> <p>2. Get International Accreditation for 50% of the programs and achieve ranking within Top 750 institutions in world Institutions Ranking.</p> <p>3. Initiate additional International Collaborations. Start achieving strong collaboration outcomes from at least 10 international universities ranked among the top 200 globally.</p>	<p>2. Get International accreditation for 100% of the programs run in Rathinam DTBU.</p> <p>4. Continue to expand international collaboration. Start achieving strong collaboration outcomes from at least 5 international universities ranked among the top 25 globally.</p>
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Table-5.1.2. The table below illustrates the comprehensive outlook for both current and forthcoming programs, for the next 15 years.

Programs	Academic Year			
	1 <sup>st</sup> Year of DTBU	6 <sup>th</sup> Year of DTBU	11 <sup>th</sup> Year of DTBU	15 <sup>th</sup> Year of DTBU
UG Programs	29	43	58	86
PG Programs	13	22	34	38
Ph.D. Programs	8	16	24	32
<b>Total</b>	<b>50</b>	<b>81</b>	<b>116</b>	<b>156</b>

**Five Year Rollout Implementation Plan (0-5 Years)****Plan 1: Complete Autonomy**

- Develop the necessary policies, and SOPs for the conferment of degrees.
- Develop policies in alignment with NEP 2020 to bridge multiple disciplines with project-based learning.
- Introduce multiple entry and exit option for all the programs.
- Introduce innovative inter and multidisciplinary programs with specializations.
- Introduce 4 year honors/ with and without research integration.

**Plan 2: Industrial Immersion Programs**

- New emerging areas will be identified and Industry immersion programs to be launched.
- Signing of MoU with Industry partners to setup Centre of Excellences and involve in joint research and consultancy works.
- Launch of 5 Centers of excellence and introduction of 5 new Industry Immersive programs.

**Plan 3. Modern Tools and Blended Learning**

- Achieve implementation of hybrid learning Environments for 40% of courses.
- Perform Required upgradation of all digital tools such as LMS, ERP, CRM, and O365 Intranet Environment to provide smooth teaching-learning environment for students and faculty.
- Enable 40% of course flexibility by making them editing and transferable to a new faculty.

**Plan 4. Global Outreach and Collaboration**

- Initiate contact with potential international partners and formalize the collaboration.
- Formalize partnerships and launch initial exchange programs. Hosting international conferences, workshops, FDPs, etc.
- Expand partnerships and exchange programs. Evaluate and adapt based on outcomes.

- Identify the criteria and metrics, categorize them into strong and weak, and strengthen the necessary parameters to achieve international accreditation.
- Participation in the International Accreditation and Ranking frameworks.
- Initiate collaboration with at least 10 international universities ranked among the top 500 globally.

## 5.2. FACULTY RECRUITMENT PLAN

As the strength of Rathinam DTBU grows drastically from the present 5000 level, we anticipate the number of faculty requirement to catapult. The table below shows the Rathinam DTBU's huge requirement of additional faculty in the next 15 years (Table 5.2). The new requirement is multifold in the next 10 years. This makes retention of existing faculty more important as well. Keeping all this in mind, we have drawn up a detailed plan to attract good faculty and also to improve the retention level of existing faculty.

Table 5.2 showcases the complete faculty strength requirement for the next 15 years.

Programs	Academic Year			
	1 <sup>st</sup> year of DTBU	5 <sup>th</sup> Year of DTBU	10 <sup>th</sup> Year of DTBU	15 <sup>th</sup> Year of DTBU
Professor (2-6% will be Visiting & Adjunct Professors, Professor of Practice)	36	56	79	107
Associate Professor	72	112	158	214
Assistant Professor	212	336	472	648
<b>Total</b>	<b>320</b>	<b>504</b>	<b>709</b>	<b>969</b>

For drawing out the detailed plan for this huge anticipated growth in faculty strength, we have undertaken a detailed SWOC analysis of our situation with regards to faculty recruitment, retention, and satisfaction. The SWOC analysis findings are presented below:

### SWOC Analysis

#### Strength:

- **Reputation:** Rathinam shines in the education community for creating a nurturing and technology enabled environment that fosters both professional and personal growth for educators. With tailored programs and unwavering support, Rathinam enables teachers to thrive in their careers and personal lives. This reputation reflects Rathinam's steadfast dedication to excellence in education and holistic development.
- **Facilities and Resources:** The campus infrastructure is situated alongside over 30 corporate entities, offering convenient access to public transportation,

performance-based incentives, and subsidized housing and transportation options. These amenities serve as compelling incentives for prospective faculty members.

- **Geographic Advantage:** Located in Coimbatore, a city bordering the states of Tamil Nadu, Kerala and Karnataka, the college benefits from its position in a culturally vibrant center and flourishing academic environment, providing faculty members with abundant opportunities for growth and engagement.
- **Institutional Support:** Rathinam provides comprehensive administrative support through competitive salaries, incentives, professional development opportunities, a flexible work environment, family health coverage, and educational fee concessions for children, sabbatical leave, and various other welfare initiatives, contributing significantly to the satisfaction of faculty members.

**Weakness:**

- **Brand Recognition in limited geography:** While Rathinam has gained significant recognition within the region for its accreditation achievements, rankings, and distinctive opportunities offered on campus, its visibility remains moderately limited on a national and international scale.
- **Faculty Pool:** Despite Rathinam's success in recruiting qualified academic professionals with high calibre in limited number, there is an inadequacy in terms of specialization and expertise in emerging fields, industrial orientation as well as cultural and linguistic diversity, which fails to fully reflect the campus ecosystem and also leads to overvalued salaries.
- **Institutional Policies:** The institution experiences delays in formulating or updating policies to keep pace with rapid growth and development. Particularly, inflexible employment terms discourage industry members from engaging in teaching roles.
- **Faculty Retention:** Faculty retention at our college is primarily influenced by highly competitive market conditions, a scarcity of qualified candidates, and shifts in professional culture. These factors significantly impact the ability of institutions to maintain a talented faculty pool.

**Opportunities:**

- **Focused Recruitment:** The college plans to update its Faculty Recruitment Policy to attract qualified candidates through various programs such as Tenure Track Faculty, Research Faculty, Adjunct Faculty, and Superannuated Faculty.
- **Empowering Faculty:** The college will develop a comprehensive strategy to utilize campus facilities like the Technology Park & Special Economic Zone, Atal Incubation Center, and Centers of Excellence for training faculty in emerging interdisciplinary fields.
- **Collaborations and Partnerships:** Rathinam aims to forge alliances with industries in emerging sectors and national and international institutions to engage experts as Visiting Faculty and Professors of Practice, respectively.
- **Technology in Faculty Recruitment:** Rathinam will utilize advanced technological tools, including Artificial Intelligence, to evaluate the profiles, IQ, EQ, social sensibility and suitability of potential candidates during the recruitment process.

**Challenges:**

- **Competitive Landscape:** Colleges, including those similar to ours, and universities encounter intense competition in the higher education recruitment market, as they endeavour to attract and retain talented faculty members in a space where supply is very limited supply.
- **Academic Challenges:** Providing innovative, industry-immersed, interdisciplinary programs with clearly defined outcomes necessitates rapid adaptation among faculty members in teaching methods, securing research funding, enhancing skills, and maintaining work-life balance.
- **Regulatory Constraints:** Negotiating government policies and regulations in higher education, especially concerning faculty recruitment, presents challenges, especially amid a constrained pool of qualified and trained faculty members.

This above SWOC analysis provides a comprehensive view of the internal and external factors that can impact Rathinam DTBU's faculty recruitment plan. Through a



detailed consideration of the above SWOC, following detailed action plan has been drawn out for Rathinam Global DTBU:

Action	Strategic Plans and Outcomes	0-5 Years Progress	6-10 Years Progress	11-15 Years Progress
Attract High-Quality Candidates	<ol style="list-style-type: none"> <li>1. Develop convenient in-campus residential facilities to attract more candidates from outside regions.</li> <li>2. Encourage interdisciplinary and innovative teaching methods.</li> <li>3. Create dynamic and flexible salary structures to attract Top performing candidates and Industry members into Rathinam DTBU's Teaching community.</li> <li>4. Implement emerging Technologies such as AI for Head hunting and progress definition of employees.</li> </ol>	<p>20% increase in applications from top-tier candidates.</p> <p>5% faculty to be from outside Tamil Nadu and India.</p>	<p>50% increase in applications from top-tier candidates.</p> <p>10% of faculty in Rathinam DTBU to be ranking as one the best in Tamil Nadu and India.</p>	<p>100% increase in applications from top-tier candidates.</p> <p>20% of faculty in Rathinam DTBU to be ranking as one the best in Tamil Nadu and India.</p> <p>20% faculty to be from outside Tamil Nadu</p>
Enhance Faculty Diversity	<ol style="list-style-type: none"> <li>1. Implement diversity-focused recruitment practices.</li> <li>2. Establish partnerships with diverse academic and industrial networks including international</li> </ol>	<ol style="list-style-type: none"> <li>1. 10% faculty to be from outside Tamil Nadu and India</li> <li>2. 2% Visiting, Adjunct faculty and Professor of Practice.</li> </ol>	<ol style="list-style-type: none"> <li>1. 20% faculty to be from outside Tamil Nadu and India</li> <li>2. 4% Visiting, Adjunct faculty and Professor of Practice.</li> </ol>	<ol style="list-style-type: none"> <li>35% faculty to be from outside Tamil Nadu and India</li> <li>2. 6% Visiting, Adjunct faculty and Professor of Practice.</li> </ol>
Increase Retention Rates	<ol style="list-style-type: none"> <li>1. Continue the existing mentorship programs, continuous professional development programs, and good work-life balance policies.</li> <li>2. Build dynamic salary structure to offer market best salary to few best performing faculty.</li> </ol>	Retention rates to be above 85%	Retention rates to be above 90%	Retention rates to be improved to 95%

Promotion, Incentives, and Rewards	1. Expand a transparent, flexible, and merit-based promotion system. Offer incentives for exceptional teaching, research, and service. 2. Setup a separate wing for Faculty Development and Training of teachers.	Significant increase in faculty receiving promotions and incentives	25% increase in faculty receiving promotions and incentives	40% increase in faculty receiving promotions and incentives
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## **FIVE YEAR ROLLOUT IMPLEMENTATION PLAN**

### **PLAN 1: Attract High-Quality Candidates**

- Establish competitive salary packages and increase number of COEs.
- Implement innovative teacher training methods and workshops.
- Strengthen academic support services and interdisciplinary programs.

#### **Increase Retention Rates**

- Introduce mentorship programs and professional development opportunities.
- Implement policies for better work-life balance.
- Evaluate and refine retention strategies.

#### **Promotion, Incentives, and Rewards**

- Develop a merit-based transparent promotion system.
- Introduce incentives for outstanding teaching and research.
- Review and optimize the incentives and rewards system.

### **Plan 2: Create dynamic and flexible salary structures to attract Top performing candidates and Industry members into Rathinam DTBU's Teaching community.**

- Enhance Faculty Diversity
- Develop diversity-focused recruitment strategies.
- Establish partnerships with diverse academic and industry networks.
- Review and adjust recruitment practices for effectiveness.
- Build dynamic salary structure to offer market best salary to few best performing faculty.

**Plan 3: Enhance Faculty Diversity:**

- Develop convenient in-campus residential facilities to attract more candidates from outside regions.
- Offer improved but focused incentives for exceptional teaching, research, and service after evolving clear metrics to measure these performances.

**Plan 4: Faculty Promotion:**

- Implement emerging Technologies such as AI for Head hunting and progress definition of employees.
- Expand a transparent, flexible, and merit-based promotion system.
- Encourage interdisciplinary and innovative teaching methods.

**Plan 5: Professional Development**

- Establish partnerships with diverse academic and industrial networks including international
- Improvise the existing mentorship programs, continuous professional development programs, and good work-life balance policies using AI.
- Setup a separate wing for Faculty Development and Training of teachers.

### 5.3 STUDENT ADMISSION PLAN

The present number of students enrolled in diverse academic programs across five schools at Rathinam in the academic year 23-24 is presented in Table 5.3.1 below:

**Table 5.3.1** The table provides the current student enrollment strength of the college.

Programs	Schools					
	Commerce	Computer Science	Science	Management	Creative Arts	Total
UG/PG/PhD	1770	1687	668	637	486	5248

The anticipated growth in student enrollments will occur alongside the introduction of numerous industry-immersed programs, offering flexibility in inter- and multi-disciplinary studies, honors programs, dual degree options, and more (Table 5.3.2). Mindful of ensuring quality amidst this expansion, we have undertaken a thorough SWOC analysis to evolve a detailed growth strategy:

#### SWOC Analysis

##### Strength:

- **Renowned Academics:** Rathinam offers distinct academic programs across five major disciplines including industry immersed, led by highly qualified and experienced faculty members who are esteemed in their respective fields. With a focus on serving over 5000 students on campus, our consistent national rankings and accreditations reflect the outstanding academic achievements and diverse activities of our students.
- **Streamlined Tech-Assisted Admissions:** Rathinam is committed to offering freshmen a seamless, efficient, and rewarding admission journey. Our digitalized approach covers the entire admission process, from initial inquiry to enrollment, including hostel allocation, accessing transportation facilities, and more, all integrated into a single-window system.
- **Interactive Platforms:** The college utilizes state-of-the-art technology to enhance the digital classroom environment, offering learners an engaging and dynamic experience. This encompasses various tools for creating multimedia content,

facilitating sharing forums, interactive platforms, and more, all aimed at enriching learning outcomes.

- **Student Diversity:** Rathinam embraces an inclusive admission policy, welcoming aspiring students from diverse cultures, regions, languages, and nationalities to pursue their academic goals. Presently, over one-tenth of our students come from outside the state, with an additional 2% representing 22 different countries, contributing to a rich and inclusive learning atmosphere.
- **Scholarship Programs:** The college takes an active approach in securing financial support from both governmental and non-governmental agencies, supplemented by additional institutional aid, to assist students. Participation in the Study in India (SII) Program extends support to foreign nationals. Furthermore, the institution provides scholarships to outstanding academic achievers, accomplished athletes, and other deserving students.
- **Industry Engagement:** Rathinam boasts a Technology Park and Special Economic Zone within its campus, accommodating over 30 renowned industries. These industries support 5 Centers of Excellence, and the Atal Incubation Centre is backed by the Government of India. Collectively, they offer on-campus opportunities for industrial visits, internships, projects, and placements, facilitating comprehensive industry exposure for students.

## Weakness:

- **Inter and Multi-Disciplinary Programs:** Unlike larger universities, the institution currently does not offer honors, research-integrated, interdisciplinary, or diverse dual degree programs. This absence may restrict students' choices and hinder opportunities for specialization.
- **Institutional Visibility:** Rathinam has garnered substantial acclaim in the local region due to its accreditation achievements, rankings, and unique campus offerings. However, its visibility on a national and international level remains moderately constrained, potentially minimizing other state and foreign student admissions.
- **Language and Cultural Barriers:** Rathinam aims to embrace foreign students and support their academic endeavors; however, the institution recognizes

inherent obstacles such as language barriers for effective communication and cultural gaps for international applicants.

- **Expanding Scholarship:** While Rathinam aims to extend the coverage of institutional scholarships to students, the constrained budgetary allocation limits competitiveness in terms of offering more generous aid packages to attract top-tier students.

## Opportunities:

- **Industry-Immersed Programs:** The institution envisions offering industry-immersed, honors, research-integrated, interdisciplinary, and diverse dual degree programs to expand opportunities in specialization and attract a greater number of student enrollments.
- **Industry-Backed Scholarships:** With the institution's aspiration to predominantly offer programs through an industry-immersed approach, there's a significant opportunity to introduce programs supported by industry-backed centers of excellence and scholarships. This initiative stands to benefit a larger student community.
- **Global Exhibitions and Forums:** Rathinam has gained significant recognition in the local region for its accreditation achievements, rankings, and distinctive campus offerings. By actively participating in international expos and forums, Rathinam is strategically positioned to showcase its strengths and forge partnerships aimed at attracting more international students.

## Challenges:

- **Ensuring Program Quality:** While the institution aims to expand student choices by offering industry-immersed, honors, research-integrated, interdisciplinary, and diverse dual degree programs, it faces the inherent challenge of maintaining program quality and fulfilling educational objectives.
- **Local Competition:** Rathinam is situated in Coimbatore, renowned as the City of Education, with numerous established engineering colleges, deemed universities, and upcoming foreign university campuses, all offering unlimited seat enrollments. In this competitive landscape, attracting students for program



enrollment and establishing distinctive institutional features present dual challenge.

## 15 Year Strategic Plan

Rathinam DTBU envisions an aggressive growth in the number of enrollments. Based on the programs and Infrastructure growth planned, the projected number of enrollment growth in next fifteen years of DTBU should be as per the projections in the table below:

**Table 5.3.2** The table provided below outlines the projected student enrollment figures for the next 15 years.

Programs	Academic Year			
	1 <sup>st</sup> Year of DTBU	5 <sup>th</sup> Year of DTBU	10 <sup>th</sup> Year of DTBU	15 <sup>th</sup> Year of DTBU
UG Programs	4300	6450	8700	12900
PG Programs	1200	2200	3400	3800
Ph.D. Programs	100	125	200	256
<b>Total</b>	<b>5600</b>	<b>8775</b>	<b>12300</b>	<b>16956</b>

To achieve the above shown student enrollment growth, we need a multi-dimensional strategy in terms of program planning, market expansion, communication, and marketing strategy. A detailed plan to achieve this has arrived and is presented below after studying the SWOC analysis presented above.

The 15-year strategic plan for Student Admissions has been formulated to ensure a refined and targeted approach in achieving the admission objectives of Rathinam DBTU.

Benchmark	Strategic Plan with Outputs and Outcomes	0-5 Years Progress	6-10 Years Progress	11-15 Years Progress
Program Diversity and Academic Excellence	1. Develop and launch new academic programs with industry immersed, inter- and multi-disciplinary,	1. 10 new programs launched 2. 20% increase in program diversity.	1. 20 new programs launched 2. 40% increase in program diversity.	1. 30 new programs launched 2. 60% increase in program diversity.

	<p>research-integrated, and dual-degree</p> <p>2. Incorporate new curriculum design into the existing programs</p> <p>3. Flexible program choices with specialization for the student to enroll.</p>	<p>3. 10000+ students will be on enrolment in academic programs including UG, PG &amp; PhD</p>	<p>3. 14000+ students will be on enrolment in academic programs including UG, PG &amp; PhD</p>	<p>3. 18000+ students will be on enrolment in academic programs including UG, PG &amp; PhD</p>
Enhance Application Accessibility	<p>1. Simplify application process;</p> <p>2. Provide multilingual support.</p>	<p>1. Application Support in 3 additional languages.</p> <p>2. 25% increase in other state and international admissions</p>	<p>1. Application Support in 5 additional languages.</p> <p>50% increase in other state and international admissions</p>	<p>1. Application Support in 7 additional languages.</p> <p>3. 100% increase in other state and international admissions</p>
Increase International Student Enrollment	<p>1. Develop partnerships with foreign educational institutions through participations in</p> <p>a. expo b. exhibitions c. forums d. fairs</p>	<p>1. 25% increase in international students.</p>	<p>1. 50% increase in international students.</p>	<p>1. 100% increase in international students.</p>
Brand Building Awareness	<p>1. Launch branding campaigns through physical and social media.</p> <p>2. Participate in educational fairs and in academic forums at national and international level.</p> <p>3. Host conferences, trade fairs, and cultural events at both national and international level giving wide publicity in both</p>	<p>1. 25% increase in brand recognition.</p> <p>2. 10% increase in student diversity</p>	<p>1. 50% increase in brand recognition.</p> <p>2. 20% increase in student diversity</p>	<p>1. 100% increase in brand recognition.</p> <p>2. 30% increase in student diversity</p>

	digital and traditional media.			
Scholarship and Financial-aid Programs	1. Increase scholarship funds 2. Offer need-based financial aid.	1. 20% increase in scholarship offerings  2. 10% increase in students receiving aid.	1. 40% increase in scholarship offerings  2. 20% increase in students receiving aid.	1. 60% increase in scholarship offerings  2. 40% increase in students receiving aid.
Stakeholders Referral Programs	Implement referral programs with alumni, parents and educational counselors.	1. 15% enrollment increase through referrals.	1. 30% enrollment increase through referrals.	1. 40% enrollment increase through referrals.

## Five years Rollout Implementation Plan

### Plan 1: Program Diversity and Academic Excellence

- Conduct market research to identify in-demand programs. Begin curriculum development.
- Launch new academic programs. Revise and update existing programs to ensure they meet current industry standards.
- Evaluate program success and student feedback. Plan for additional program launches based on market needs.

### Plan 2: Enhance Application Accessibility

- Review and streamline the application process. Implement multilingual support for major languages.
- Monitor application completion rates and user feedback to make further improvements.
- Expand language support based on applicant demographics. Continue to simplify the application process.

### Plan 3: Increase International Student Enrollment

- Forge partnerships with foreign educational institutions. Participate in international educational fairs. Implement marketing strategies targeting international students.

- Evaluate partnership success and student enrolment rates. Adjust strategies to target new regions.

#### **Plan 4: Brand Building Awareness**

- Develop a comprehensive brand strategy. Start participating in national and international educational fairs.
- Increase media presence through press releases and success stories. Collaborate with influencers in the educational sector.
- Monitor brand recognition progress. Adjust branding strategies based on feedback and market trends.

#### **Plan 5: Scholarship and Financial aid**

- Identify funding sources for scholarships and aid that address the needs of diverse student populations.
- Launch and promote various scholarship schemes. Evaluate the impact on enrolment and student success.
- Based on the report increase need-based financial aid offerings.
- Identify funding sources for scholarships and aid that address the needs of diverse student populations.
- Launch and promote various scholarship schemes. Evaluate the impact on enrolment and student success.
- Based on the report increase need-based financial aid offerings.

#### **Plan 6: Stakeholders Referral Schemes**

- Design referral schemes involving alumni, parents, and educational counsellors.
- Implement and promote referral schemes. Monitor enrolment rates originating from referrals.
- Evaluate scheme effectiveness. Expand and incentivize referral scheme based on success rates.

## 5.4. RESEARCH PLAN

The Rathinam College campus has been meticulously crafted not just to nurture an enriching educational atmosphere but also to strengthen research, innovation, and entrepreneurship. As we aspire to attain DTBU status, a heightened emphasis on research and development is inevitable. Thus, in this section, we outline the following action plan: establishing industry-sponsored Centers of Excellence, augmenting research funding, attracting and retaining top talents, enhancing research infrastructure, and fostering research collaborations. These strategies are aimed at promoting and eliciting research excellence. To steer our growth strategy effectively, we have conducted a thorough SWOC analysis, the specifics of which are detailed below.

### Strengths

- **Research Expertise:** The college has a reasonable number of PhD qualified Faculty with demonstrated research experience to drive research projects in emerging areas.
- **Research Programs:** Rathinam recognized with 8 PhD Research Programs - Commerce, Computer Science, Management, Biotechnology, Microbiology, Physics, Tamil and Psychology.
- **Infrastructure:** Access to modern R&D capabilities such as Central Instrumentation Facility, Research Laboratories, Industry collaborated Centres of Excellence, Collaborative Research Environments, and Technology Platforms for collaboration
- **Industry Partnerships:** Existing partnerships with industry stakeholders provide practical insights, funding, and real-world applications for research projects through the Centre of Excellences.
- **Collaborative Environment:** The college encourages a culture of collaboration between departments to lead interdisciplinary research projects with broader scope and impact.

**Weaknesses**

- **Competitive Research:** Despite the faculty members' interest in conducting competitive research, their regular academic obligations hinder the realization of their full potential.
- **Funding Limitations:** The intense competition for limited funding opportunities constrains the size and ambition of research projects.
- **Minimal Knowledge in Applied Research:** Given the intense engagement in academic activity, faculty in general get completely disassociated from application-oriented work and knowledge.
- **Research Collaboration:** Insufficient number of active collaborations with other reputed national and international organizations leading to lesser than desired number of collaborative publications.

**Opportunities**

- **Government and Private Grants:** Developing new partnerships to obtain funding from government entities, private institutions, and international grants will enhance proposal research outcomes.
- **Collaborations and Partnerships:** Establishing new partnerships with other academic institutions, industries, and research organizations will provide new avenues for research and development.
- **Student Involvement:** Engaging more students in research projects will nurture a new generation of researchers and innovators, contributing to the academic community.
- **Technological Advancements:** Leveraging emerging technologies such as AI, Machine Learning, Data Analytics, Quantum Computing, Green Energy Technologies, Synthetic Biology, FinTech and other National priority areas will improve research outcomes.

**Challenges**

- **Quality Research Faculty:** Supply of capable research faculty is in seriously short supply. Basically, too much demand is chasing a very a smaller number



of faculty with significant research expertise, this is driving costs to unviable levels.

- **Government Policies:** Restrictive government policies giving preferences to old institutions with longer history in higher education pose serious challenges.
- **Rapid Technological Change:** The pace of technological advancement is rendering current research capability of faculty obsolete unless they continuously update themselves.

The preceding SWOC analysis offers an in-depth exploration of the various elements that may influence the research and development strategy of Rathinam DTBU. By meticulously examining afore mentioned SWOC, a detailed Action Plan has been meticulously formulated for Rathinam DTBU:

Goals	Strategic Plan with Outputs and Outcomes	0-5 Years Progress	6-10 Years Progress	11-15 Years Progress
Attract and Retain Top Talent	1. Offer above market salaries for research faculties with proven track record to create a culture of quality research in the DTBU. 2. Offer campus residential and wellness facilities for research faculty.	1. Recruit 20 more research faculty with an h-index of over 10.  2. 25% of research faculty to be provided free of cost residential facility in the DTBU	1. Recruit 30 more research faculty with an h-index of over 12.  2. 40% of research faculty to be provided free of cost residential facility in the DTBU	1. Recruit 40 research faculty with an h-index of over 14.  2. 50% of research faculty to be provided free of cost residential facility in the DTBU
Industry Sponsored Centers of Excellence	1. Attract Industry to collaborate for setting up COEs and attract Government funding for research projects in COE. 2. Strengthen the existing 5 centers of excellences already in place with active applied research programs.	1. 10 new industry partnerships with Industry for setting up and using the center of Excellences  2. 5 new Center of excellences in emerging technologies will be established:	1. 15 new industry partnerships with Industry for setting up and using the center of Excellences  2. 5 additional Centers of excellences will be established emerging fields.	1. 30 new industry partnerships with Industry for setting up and using the center of Excellences  2. 5 additional Centers of excellences will be established emerging fields.

	2. Establish additional centers of excellence in collaboration with industries and government agencies in the emerging research areas.	1. Bio-Medical devices 2. E-mobility 3. Logistics 4. Quantum Computing 5. AI integrated Digital Design.		
Increase Research Funding	1. Strengthen existing research advisory committee by expanding with nationally renowned research professionals.  2. Strengthen institutional collaborations with prominent research institutions.  3. Secure grants from government, NGO, industry, and international funding bodies.	1. Secure 15 new research grants.  2. 50% increase in the research funding received	1. Secure 20 additional research and consultancy projects.  2. 100% increase in the research funding received	1. Secure 20 additional research and consultancy projects.  2. 50% increase in the research funding received
Promote Research Excellence	1. Support faculty with well-trained scholars, fellows, and technical assistants for research dissemination.  2. Institutional support to researchers to participate in various research forums and attain memberships. 3. Setup a cell to connect industry requirements with research cell of Rathinam DTBU. Expose faculty to Application oriented research	1. 1000 peer review publications in reputed journals.  2. Achieve 800 citations.  3. 15 h-index, and file/publish 50 patents	1. 2000 peer review publications in reputed journals.  2. Achieve 1500 citations,  3. 20 h-index, and file/publish 100 patents	1. 4000 peer review publications in reputed journals  2. Achieve 3000 citations,  3. 40 h-index, and file/publish 200 patents

	<p>requirements from Industry.</p> <p>4. Train faculty to pitch on their strengths and market themselves. Provide Expert Lectures for improving proposal writing skills.</p>			
Improve Research Programs	<p>1. Increase in more doctoral programs with inter-disciplinary approach.</p> <p>2. Increase the research scholars' enrolment.</p>	<p>1. 8 new research programmes</p> <p>2. 50% increase in PhD enrolment;</p>	<p>1. 8 additional research programmes</p> <p>2. 75% increase in PhD enrolment;</p>	<p>1. 8 additional research programmes</p> <p>3. 90% increase in PhD enrolment;</p>
Introduce Post-doctoral and Research Fellowships	<p>1. Attract fellows who have cleared JRF in UGC-NET, DBT, ICMR, ICSSR, etc. to enroll in Ph.D. programmes.</p> <p>2. Identify suitable researchers with Ph.D. to apply for a National Postdoctoral Fellowship from Rathinam.</p> <p>3. Launch industry sponsored Doctoral and Post-Doctoral Fellowships.</p>	<p>1. 10 scholars with JRF fellowships in PhD programmes.</p> <p>2. 10 Post-Doctoral Fellowship enrolled.</p>	<p>1. 20 scholars with JRF fellowships in PhD programmes.</p> <p>2. 20 Post-Doctoral Fellowship enrolled.</p>	<p>1. 40 scholars with JRF fellowships in PhD programmes.</p> <p>2. 30 Post-Doctoral Fellowship enrolled.</p>
Collaborative Research	<p>Foster partnerships with international research institutions and universities for bilateral and multilateral projects.</p>	<p>1. 3 international collaborations with top 500 ranked institutions.</p> <p>2. Participation in 2 global research consortia.</p>	<p>1. 5 additional international collaborations with top 200 ranked institutions</p> <p>2. Participation in 4 global research consortia.</p>	<p>1. 5 additional international collaborations with top 100 ranked institutions</p> <p>2. Participation in 6 global research consortia.</p>

## **Five Year Rollout Implementation Plan (0-5 Years)**

### **Plan 1: Foster Research and Innovation**

- Train faculty to pitch on their strengths and market themselves.
- Provide Expert Lectures for improving proposal writing skills. Increase funding for research initiatives.
- Promote interdisciplinary research and industry partnerships.
- Expose faculty to industry through the Center of Excellences. Train and accelerate the faculty to work towards the needs of the Industry in terms of providing Applied research and consultancy solution.

### **Plan 2: Industry Sponsored Centre of Excellence**

- Identify industries aligned with university research strengths. Formulate proposals for joint research centers.
- Establish additional Centre of Excellence and jointly launch research projects.
- Evaluate and expand industry partnerships. Plan for additional centres based on outcomes.

### **Plan 3: Increase Research Funding**

- Identify potential collaborations with national / international universities and suitable funding sources to submit grant proposals.
- After securing the grants, formulate management strategies to maximize funding utilization.
- Expand funding sources, including international grants. Showcase research outcomes to attract further funding.

### **Plan 4: Attract and Retain Top Talents**

- Offer above market salaries for research faculties with proven track record to create a culture of quality research in the DTBU.
- Offer campus residential and wellness facilities for research faculty.
- Develop competitive career development plans for researchers.
- Evaluate the success of recruitment and retention strategies.

**Plan 5: Enhance Research Infrastructure**

- Audit existing infrastructure, based on the report plan for new investments on upgrades.
- Begin infrastructure enhancements. Focus on critical areas needing immediate attention.
- Expand access to digital resources and specialized equipment.

**Plan 6: Promote Research Excellence**

- Support faculty and students in research publication and patent filing processes.
- Monitor publication and citation rates. Offer workshops on research dissemination.
- Recognize and reward successful research outputs. Target high-impact journals and patent opportunities.

**Plan 7: Improve Research Program**

- Review and revise Ph.D programs. Recruit additional research faculty with core expertise.
- Increase enrolment through marketing and enhanced program offerings.
- Evaluate program success and international standing. Implement feedback loops.

**Plan 8: Introduce Post-doctoral and Research Fellowships**

- Design fellowship programs. Advertise to attract candidates.
- Award initial fellowships. Integrate fellows into research projects.
- Evaluate the impact of fellowships on research output and expansion.
- Successful researchers would be observed as regular faculty.

**Plan 9: Collaborative Research**

- Identify potential international partners with converging research interests to begin formal collaboration discussions.
- Establish initial collaborations and participate in global consortia.
- Assess the impact of collaborations on research output and global standing. Plan for further expansion.

## **5.5 CAMPUS INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) PLAN**

The Rathinam College campus ICT infra is meticulously designed to foster an enriching educational environment, supported by essential Information and Communication Technology infrastructure. The infrastructure supports a strongly networked, integrated, and information centric ICT for delivering the following enhanced Rathinam Camps user Experience: High speed 1:1 fiber delivered 2GB Internet distributed to Labs, Classrooms, and mobile devices through high Speed secured wired and wireless network.

Microsoft Teams, Emails, and Office365 for convenient internal communication and collaboration.

- ✓ CCTV network with more than 100 cameras for security and monitoring.
- ✓ All 123 classrooms are ICT Enable Smart Classrooms.
- ✓ All Common areas, break out spaces, and classrooms are Wi-Fi enabled.
- ✓ Highly effective and automated student ERP (CAMU) for effective College Management (Administration, Examination, Student Services, and Accreditation management) and an ERP by name SpaceBasic for Hostel & Food Management.
- ✓ Very effective CRM (Meritto) for marketing communication management, lead management, and enrolment management.
- ✓ Customized Exhaustive LMS (RathinamBuddy) for Education content management and Hybrid Classrooms.
- ✓ Customized Backend ERP (RathinamBuddy) for management of inventory, payroll, attendance, budget control, purchase, and vendor management.
- ✓ Face recognition-based access control for Hostels, Fingerprint based token systems in Food Court, Face recognition for faculty attendance.
- ✓ Digital Library implemented through CAMU & KOHA.
- ✓ Coursera campus enabled for self-paced, effective, and international standard add-on programs that help students excel.



All these enhanced user experience to students and faculty is made possible through the following carefully planned ICT infrastructural Investments in Rathinam Campus:

<b>Information and Communication Technology Infrastructure</b>	
No. of Computer Labs	10 Labs
No. of Laptops	110
Language Lab	1
No. of Computers	1053
Internet Speed	2 GB
Servers	Tally-1 DHCP-1 Biometric-2 Smart & ESSL Backup Server 1
Switches CAT6A Optic Terminals	65 L3 Core Switch-1 L2 – 45 L1- 19
UPS	100 KVA
Genset (Electric Generator)	250 KVA
No. of Center of Excellence	5
Number of ICT Enabled Classrooms	123
Digital Library	KNIMBUS, INFLIBNET and DELNET, N-LIST
Campus CCTV Camera	500
Network Video Recorder (NVR)	10
Wi-Fi Routers (Linksys, Tenda)	13
Wi-Fi Access Points (Ubiquity)	110
No. of Computer Systems in Library	60

Given the plan to rapidly introduce various new courses and industry-immersed programs in Rathinam DTBU, there is an anticipated rapid rise in student enrolment. With this expansion in mind, increasing the scale, quality, and features of our Campus ICT is of paramount importance to keep student satisfaction growing.

To guide our growth strategy effectively, we have conducted a comprehensive SWOC analysis, the details of which are provided below.

**SWOC Analysis****Strength:**

- **Campus Digital Network:** The college has high speed Internet connectivity through ring connected fiber. All blocks boast robust high-speed internet connectivity and comprehensive wireless network coverage. The plan includes provisions for future scalability, ensuring seamless integration of evolving technologies to sustain educational excellence.
- **ERP & CRMs:** The College has successfully deployed full range of platforms for every requirement a) A sophisticated Intranet (Microsoft 0365) for communication and collaboration b) College Management ERP (CAMU) c) Customized LMS (RathinamBuddy) for course content management including hybrid learning d) a CRM to manage student acquisition (Merritto) e) a customized ERP for general administration (RathinamBuddy) and f) Hostel Management ERP (SpaceBasic). These systems are under active and effective use.
- **Learning Management & Library Resources:** The college utilizes a highly regarded library management system. Additionally, the e-Library grants access to digital libraries, e-books, journals, and other online academic resources, enriching learning outcomes and research capabilities.
- **Digital Helpdesk Services:** The college has established a specialized system for technical and helpdesk services, guaranteeing timely support and assistance for all kinds of needs in Rathinam Campus.
- **Hybrid Learning Centres:** Hybrid Learning Centre is a state-of-the-art educational infrastructure designed to synergize online resources with faculty-led instruction. While these online resources are unparalleled in content, we recognize that autonomous consumption may not be the most effective method for engaging young learners. Therefore, our Hybrid Learning Centre leverages these online materials, not as a replacement, but as a complement to our faculty's instructional methods. Rathinam has already successfully established a Hybrid Learning Centre and intend to increase the number in near future.

## Weakness:

- **Integration of Multiple Systems:** The complex host of multiple systems to handle various aspects has led into a huge requirement for integration of all these varied systems. Only such an integration can provide a smooth and effective user experience. As of now such an integration is missing.
- **Data Integrity and Recovery:** The college must be well-equipped to safeguard data integrity against unauthorized access and implement recovery mechanisms in case of system failures or disasters resulting from the integration of multiple management systems. Consequently, prioritizing additional investments in backup systems and recovery protocols is essential to minimize data loss and downtime.
- **Mobile Applications:** Due to multiple systems in place, a common single mobile App is complex and we don't have one in place. But a mobile app is a crucial user requirement in this day and age of hand held devices.
- **Visual Communication:** The Rathinam Campus has multi-varied users including Students, Staff, IT Employees, Entrepreneurs, and general public. A good information sharing means such as digital signages, interactive kiosks, News Letter, and Mobile Apps can help build a community that will support each other in multiple ways. This will also deliver campus-wide announcements, directions, event schedules, and other pertinent information in real-time effectively. We do not have a successful program for this.

## Opportunities:

- **AI-Powered Campus Management:** The college aims to leverage AI modules to enhance the existing advanced campus information management systems, creating a humanoid system dubbed "Rathinamoid." This system will offer comprehensive details on campus operations, programs, admissions, faculty, students, events, and more, in a user-friendly manner, ultimately boosting efficiency and accuracy of digital consumption.
- **Rathinavani Community Radio Mobile App:** The college is blessed with a Community Radio FM Station sanction by Government of India and the Station has been functioning effectively for the last 10 Years. The college has the

chance to create a mobile application for Rathinavani Community Radio (FM 90.8 MHz) and extend the reach of the community radio. The community radio can also be expanded to 5 locations as per the recent Information and Broadcasting Ministries Notification. The extension of multiple locations for the FM Radio and development of an App for the radio presents a “unique opportunity” for Rathinavani 90.8 to become the core information and knowledge sharing platform between Rathinamites and the community around.

**Challenges:**

- **Staff & Faculty Training:** When implementing new administrative systems and digital platforms, it's common for staff and faculty to exhibit potential resistance or apprehension. In such instances, it is challenging to offer a comprehensive training program to ensure successful adoption and smooth transition.
- **Minimal Disruption:** Introducing new technologies or upgrading existing ones during the academic session can disrupt schedules and activities. In such cases, meticulous planning and execution is very challenging to mitigate disruptions because of the complex web of systems in place.
- **Diverse Student Population:** Managing a higher student enrollment level alongside varying learning styles, backgrounds, skill levels, and academic aspirations presents a significant technological challenge. Addressing this challenge effectively demands thorough planning and precise execution of technological solutions.

**15 Year Strategic Plan based on SWOC Analysis:**

The 15-year strategic plan for Campus Information and Communication Technology (ICT) has been developed through a thorough SWOC analysis, guaranteeing a nuanced and focused strategy to fulfil our technological objectives.

**Goal 1 – Increase in Bandwidth and Network Capacity**

Given that the Campus is more digitally driven with a host of systems in place, for it to be fully and effectively Utilized, the internet and network volume has to increase drastically. This will be more important given the huge, anticipated increase in the number of students soon. Hence, the infrastructure will be enhanced to handle very high volume of wired and wireless consumption.

**0-5 Years Progress –**

- Enhance the entire network and switches to support Gigabyte space. This will enable smooth use of intranet and internal systems
- Deploy software systems to monitor and rationalize the consumption in both wired and wireless space. This system should also block misuse of the internet for inappropriate and illegal use.
- Increase the Internet Bandwidth availed from the present level 2 GB to 10 GB which will support the increased number of students and higher digital consumption.
- Setup an effective team to Monitor the health of Digital Campus Infrastructure and to support system issues for users.

**5-10 Year Progress -**

- Increase the Internet Bandwidth availed to 25 GB which will support the increased number of students and higher digital consumption.
- Enhance Campus Digital Security to topmost level by using Cyber security Experts.
- Implement internet everywhere policy to provide seamless consumption of internet in every nook and corner of our exhaustive campus.

**10-15 Year Progress -**

- Increase the Internet Bandwidth availed to 50 GB which will support the increased number of students and higher digital consumption.

- Launch a Micro-satellite to provide digital connectivity across campus and to the neighbourhood community, which would be an extension of Rathinam Campus.
- Deploy an automated network health monitoring and correction system using AI to support instant solutions for system issues.

## **Goal 2 – Integration of Multiple Systems**

Rathinam has deployed 6 different platforms for automation, administration, management, teaching-learning, communication and collaboration. These systems are already in place under effective use. However, all these systems are separate systems connected only through a single sign-on feature. These systems are not otherwise connected, leading to complexity for the user.

### **0-5 Years progress**

- Setup BOTS to effectively integrate the 6 different platforms deployed to automate the entire operations of the campus.
- Deploy an app that will be a common interface to students and faculty for all the six platforms under use.
- Deploy systems for Lecture-Capture in 25% of classrooms to make all lecture content available for students in digital space.

### **5-10 years' progress**

- Build Customized Platforms to bring down the Platforms deployed from the present number of 6 to 4 platforms,
- Add IOT devices to the existing platforms to automate things like attendance and access control – 50% coverage
- Deploy systems for Lecture-Capture in 50% of classrooms to make all lecture content available for students in digital space.

### **10-15 years' progress**

- Add IOT devices to the existing platforms to automate things like attendance and access control – 100% Coverage



- Deploy systems for Lecture-Capture in 100% of classrooms to make all lecture content available for students in digital space.
- Deploy Proctorial systems to enable online exams without mall practice and for effective double valuation of exams.

**Goal 3 - Hybrid Learning Centres and e-Library enhancement:**

Hybrid Learning Centre is a state-of-the-art educational infrastructure designed to synergize online resources with faculty-led instruction. While these online resources are unparalleled in content, we recognize that autonomous consumption may not be the most effective method for engaging young learners. Therefore, our Hybrid Learning Centre leverages these online materials, not as a replacement, but as a complement to our faculty's instructional methods.

Our faculty members utilize these resources to enhance the overall teaching and learning experience, facilitating an environment where students can effectively engage with and benefit from these world-class educational materials. This is achieved through a strategic partnership with Coursera, a leader in online education, ensuring that our infrastructure is equipped with the best tools and resources for hybrid learning.

We are proud to announce that Rathinam has already successfully established a Hybrid Learning Centre. This initiative reflects our commitment to providing an adaptive, modern educational experience that prepares our students for success in an increasingly digital world.

**0-5 Years Progress**

- Establish 5 Hybrid Learning centres, one each for every school.
- Achieve implementation of hybrid learning Environments for 25% of courses.
- Achieve 60% digitalization for remote access of library.
- More Partnership with online content providers such as Coursera – increases to 3 providers

**5-10 Year Progress**

- Establish 10 Hybrid Learning centres, two each for every school.
- Achieve implementation of hybrid learning Environments for 40% of courses.

- Achieve 100% digitalization for remote access of library.
- Partnerships with international universities for world class lecture contents and class contents sharing

**10-15 Year Progress**

- Establish 15 Hybrid Learning centres, three each for every school.
- Achieve implementation of hybrid learning Environments for 60% of courses.
- Achieve 100% digitalization of remote access of library.
- International Partnerships with IV League Universities to enable Rathinam Students avail Top International Contents and Courses.

**Goal 4 – CBCS, OBE and ODE Implementation systems**

Given the commitment Rathinam DTBU for a flexible teaching-learning environment and implementation of all the features of NEP 2020, the institution will quickly roll out 100% implementation of Choice Based Credit System, Outcome Based Education, and on Demand Examination. Proper and smooth implementation of all these will be possible only through technology which requires advanced features to be implemented in the ERP systems. Since these features touch upon all stake holders such as students, staff, administration, and finance, a systematic roll out and training to all the stake holders is an essential requirement for success of these important quality enhancement initiatives.

**0-5 Year Progress**

- 100% implementation of CBCS through a proper credit mapping system and technology in ERP.
- 1 credit compulsory training program for all stakeholders on CBCS implementation and its features
- Partially Automated System for OBE Implementation and tracking credits
- Online Evaluation and dual evaluation system implementation

**5-10 Year Progress**

- Based on feedback and recommendations, advanced AI BOTs to be developed to drive effective use of CBCS and OBE features by students and faculty.

- Fully automated system for OBE implementation and tracking credits.
- The automated system allows limited credits from other national and international universities.
- Start implementing ODE to a limited extent by setting up automated exam and Proctorial systems

**10-15 Year Progress**

- Start implementing ODE to at least 50% of the papers by setting up automated exam and Proctorial systems
- Based on feedback and recommendations, advanced AI BOTs to be developed to drive for effective use of ODE features by students and faculty.
- Connect your ERP system to national credit exchange systems and international credit exchange systems

**First Five Years Rollout Implementation Plan:****Plan 1 – Enhance Campus ICT Infrastructure:**

- Enhance the entire network and switches to support Gigabyte space. This will enable smooth use of intranet and internal systems
- Deploy software systems to monitor and rationalize the consumption in both wired and wireless space. This system should also block misuse of the internet for inappropriate and illegal use.
- Increase the Internet Bandwidth availed from the present level 2 GB to 10 GB which will support the increased number of students and higher digital consumption.
- Setup an effective team to Monitor the health of Digital Campus Infrastructure and to support system issues for users.

The ICT Infrastructure will grow will as shown below in the next 5 Years:

<b>Information and Communication Technology Infrastructure</b>		
<b>Particulars</b>	<b>1<sup>st</sup> Year of DTBU</b>	<b>6<sup>th</sup> Year of DTBU</b>
No. of Computer Labs	10 Labs	13 Labs + 5 Hybrid Learning Centre
No. of Laptops	110	250
Language Lab	1	2

No. of Computers	1053	1750
Internet Speed	2 GB	10 GB
Servers	Tally-1 DHCP-1 Biometric-2 Smart & ESSL Backup Server 1	Cloud Servers Services – 10
Switches CAT6A Optic Terminals	65 L3 Core Switch-1 L2 – 45 L1- 19	100 L3 Core Switch-2 L2 – 98
UPS	100 KVA	150 KVA
Genset (Electric Generator)	250 KVA	350 KVA
No. of Centers of Excellence	05	10
Number of ICT Enabled Classrooms	123	177
Digital Library	Knimbus, Infilbnet and Delnet, N-List	Digital Resarch Databases + 60% Digitalization
Campus CCTV Camera	500	650
Network Video Recorder (NVR)	10	14
Wi-Fi Routers	13	17
Wi-Fi Access Points	110	145
No. of Computer Systems in Library	60	90

Digitize 100% of key student services like registration, counselling, career services and overall mentoring.

## Plan 2 – Integration of Multiple Systems

- Setup BOTS to effectively integrate the 6 different platforms deployed to automate the entire operations of the campus.
- Deploy an app that will be a common interface to students and faculty for all the six platforms under use.
- Deploy systems for Lecture-Capture in 25% of class rooms in order to make all lecture content available for students in digital space.
- Enhance the existing platform to offer hybrid learning based on feedback from faculty and students.
- Expand the number of courses with 100% e-content.
- Assess effectiveness and student engagement with e-learning.

- Expand the digitalization of library volumes.

**Plan 3 - Hybrid Learning Centres and e-Library enhancement:**

- Establish 5 Hybrid Learning centres, one each for every school.
- Achieve implementation of hybrid learning Environments for 25% of courses.
- Achieve 60% digitalization for remote access of library.
- More Partnership with online content providers such as Coursera – increases to 3 providers
- Based on feedback of stakeholders and recommendations of Technology Implementation Committee (TIC), the advanced campus management systems will be upgraded with AI for efficient operations.

**Plan 4 – CBCS, OBE and ODE Implementation systems**

- 100% implementation of CBCS through a proper credit mapping system and technology in ERP.
- 1 credit compulsory training program for all stakeholders on CBCS implementation and it's features
- Partially Automated System for OBE Implementation and tracking credits
- Online Evaluation and dual evaluation system implementation

## 5.6 INFRASTRUCTURE DEVELOPMENT PLAN

Rathinam has established exhaustive infrastructure facilities including ICT-enabled classrooms, laboratories, and Centers of Excellence (CoEs) to facilitate teaching, learning, and research for the programs offered within its five schools outlined below:

INFRASTRUCTURE RESOURCES					
School	ICT-enabled Classrooms	UG LABS	PG LABS	COE	Scholars Room
Commerce	38	2	1	0	1
Computer Science	30	3	2	4	1
Science	25	5	2	0	4
Creative Arts	15	7	1	1	1
Management	15	1	1	0	1
<b>Total</b>	<b>123</b>	<b>18</b>	<b>7</b>	<b>5</b>	<b>8</b>

As the intention is to expand the number of programs to more than double those listed in Table 6.1.2, the infrastructure depicted in Table 6.6 must also scale proportionally to accommodate the DTBU status. Recognizing the importance of maintaining quality alongside this growth, we have opted to develop a comprehensive strategy following a SWOC analysis for the expansion plan. The SWOC analysis, followed by the detailed strategy, is outlined below:

### SWOC Analysis

#### Strengths:

##### Campus Contemporary Amenities:

- ✓ Modern Buildings (Blocks)
- ✓ Modern Sports Complex
- ✓ Students Living Zone
- ✓ Environmentally Friendly Campus
- ✓ ICT enabled modern classrooms
- ✓ State of the art Laboratories, Digital libraries and Research Hub

- ✓ 5 Centers of Excellence established in collaboration with Industry
- ✓ A visionary Technology Park established as part of the campus with 30+ companies and 4000+ professional workforces
- ✓ Technology and equipment deployed widely in the college.
- ✓ Central Government funded AIC RAISE with modern Infrastructure
- **Geographic Advantage:** Located in Coimbatore's urban core, the college co-located with the renowned Rathinam Technology Park and ATAL Incubation Centre and surrounded by top-tier industries. Its prime location and excellent transport links make it an attractive destination for students and faculty alike.
- **Supportive Environment:** The College is part of the Live-Learn-Work-Play sphere in Rathinam Tech Zone Campus which provides a Top class 24-hour active environment to learn.

## Weaknesses

- **Budget Constraints:** Internally boot-strapped funding model limits resources and slows down the speed of development projects.
- **Regulatory Challenges:** Obtaining the necessary permits and approvals for construction and expansion is time-consuming and complex.
- **Maintenance of Existing Infrastructure:** Existing facilities require upgrades and higher maintenance levels to maintain the sheen, and it divert resources from new projects.

## Opportunities

- **Collaborations and Partnerships:** Forming partnerships with industry within and outside campus on all aspects open new opportunities every day.
- **Sustainable and Green Technologies:** Investing in sustainable infrastructure can reduce long-term operational costs and appeal to environmentally conscious stakeholders.
- **Government Grants:** Access to new government infrastructure schemes for teaching, learning, research and innovation will provide necessary Infra-development support.



- **Technological Advancements:** Integrating smart technologies and digital advancements rapidly can enhance the learning experience and prepare students for a modern workforce, faster than our competitors.

## Challenges

- **Competing Institutions:** Intense competition among educational establishments including, Engineering Colleges, Universities, Government Institutions, and upcoming Foreign Universities puts us in a unbalanced competition in terms of funds available for infrastructural development.
- **Spiralling Cost of Infrastructure:** Cost of Infrastructure, both brick and mortar and ICT, has doubled in the last 5 Years after COVID-19. However, the corresponding increase in tuition fees is not effected by regulatory bodies.
- **Changing Educational Trends:** The rise of online learning and virtual classrooms could reduce the demand for physical campuses in future.

The preceding SWOC analysis delivers a nuanced exploration into the factors influencing Rathinam DTBU's infrastructure strategy. Drawing from this detailed examination, a strategic action plan has been intricately developed for Rathinam DTBU, embodying a tailored approach to meet its specific aspirations and challenges.

## Fifteen Year Strategic Plan of Action

Benchmark	Strategic Plan with Outputs and Outcomes	0-5 Years Progress	6-10 Years Progress	11-15 Years Progress
Enhancement and Expansion of Physical infrastructure	1. Increase the total Educational Built-up area from the present 3 laks to 7.5 lak Sq feet.  2. Increase the Centre of Excellences setup in partnership with industry from the present	1. Increase the total Educational Built-up area to 5 lak Sq feet.  2. Plan and complete the establishment of 3 additional Laboratories and 5 additional centers of excellence as	1. Increase the total Educational Built-up area to 6.5 lak Sq feet.  2. Plan and complete the establishment of 6 additional Laboratories and 5 additional centers of excellence as	1. Increase the total Educational Built-up area to 7.5 lak Sq feet.  2. Plan and complete the establishment of 8 additional Laboratories and 5 additional centers of excellence as proposed in the academic plan.

	<p>5 to 20 in number.</p> <p>3. Increase the hostel and faculty living facilities to support 6000 individuals from the present 1750 Individuals</p>	<p>proposed in the academic plan.</p> <p>3. Increase the hostel and faculty living facilities to support 3000 individuals.</p>	<p>proposed in the academic plan.</p> <p>3. Increase the hostel and faculty living facilities to support 4500 individuals.</p>	<p>3. Increase the hostel and faculty living facilities to support 6000 individuals.</p>
Library Resources	<p>1. Upgrade 100% Digitally enabled library resources</p> <p>2. Subscribe to reputed research database, international journals and e-books.</p>	<p>1. 50% of resources will be digitalized.</p> <p>2. 50% of research database subscriptions.</p>	<p>1. 70% of resources will be digitalized.</p> <p>2. 75% of research database subscriptions.</p>	<p>1. 100% of resources will be digitalized.</p> <p>2. 100% of research database subscriptions.</p>
Sustainable Campus Expansion	<p>1. Implement green building principles</p> <p>2. Expanding the following renewable energy resources.</p> <p>a. Sewage water treatment plant b. Solar panel c. Biogas plant d. E-mobility in the campus e. Groundwater recharge</p>	<p>1. 30% of existing buildings will be converted as green building;</p> <p>2. 20% of energy comes from renewable energy resources.</p>	<p>1. 60% of existing buildings will be converted as green building;</p> <p>2. 40% of energy comes from renewable energy resources.</p>	<p>1. 80% of existing buildings will be converted as green building;</p> <p>2. 60% of energy comes from renewable energy resources.</p>
International Standard Recreational and Wellness Facility	<p>1. Upgrade the existing sports and wellness facilities to International Standards: Football ground, Swimming pool, Badminton court, Basketball court, etc.</p>	<p>1. 50% of new and existing facilities will be converted to international standards.</p>	<p>2. 80% of new and existing facilities will be converted into international standards.</p>	<p>3. 100% of new and existing facilities will be converted into international standard;</p>

Expansion of Incubation Centre and Technology Park	<p>1. Expand the physical workspace within the Atal Incubation Centre to house a larger cohort of startups.</p> <p>2. Enhance the capacity of corporates within the Rathinam Technology Park, thereby amplifying opportunities for internships, projects, placements, and research for students and faculty.</p>	<p>1. No. of incubates in Atal Incubation Centre to be raised from 75 to 100</p> <p>2. No. of corporates housed in the Technology Park to be increased from 40 to 60.</p> <p>3. Increase in the overall built-up area of Technology Parks and Incubation center to 6.0 lakh sq.ft</p>	<p>1. No. of incubates in Atal Incubation Centre to be raised from 100 to 150</p> <p>2. No. of corporates housed in the Technology Park to be increased 60 to 80.</p> <p>3. Increase in the overall built-up area of Technology Parks and Incubation center to 8.0 lakh sq.ft</p>	<p>1. No. of incubates in Atal Incubation Centre to be raised from 150 to 200</p> <p>2. No. of corporates housed in the Technology Park to be increased 80 to 100.</p> <p>3. Increase in the overall built-up area of Technology Parks and Incubation center to 1 million sq.ft.</p>
Build a Grand multi-purpose Hall for Conventions, Exhibitions and DBTU Events	<p>1. Complete a multipurpose hall with a size of 70000 Sq ft to host full DBTU scale events and exhibitions.</p> <p>2. The hall to completely airconditioned with all amenities and audio visual facilities</p> <p>3. Setup and outdoors events facility in the Hall</p>	<p>1. Host 10 Industry events in the convention center per year.</p> <p>2. Host a national level science conference in the hall</p> <p>3. Develop an outdoor events platform annexed to the Hall</p>	<p>1. Completely automate the use and administartion of the Hall</p> <p>2. Implement user tracking AI in the Hall</p> <p>3. Host 2 International Trade fairs, national level Science Exhibitions, and 2 National level HR Events every year in the Hall.</p>	<p>1. Make the Hall world class in terms of Technology us in Conventions and Events</p> <p>2. Host 3 International Trade fairs, 2 national level Science Exhibitions, and 3 National level HR Events every year in the Hall.</p> <p>3. Host International Leaders various spheres in events that accelerate Rathinam DBTU students in terms of vision and performance.</p>

**Five Year Rollout Implementation Plan (0-5 Years)****Plan 1: Enhancement and Expansion of Physical infrastructure**

- Increase the total Educational Built-up area from the present 3 laks to 7.5 lak Sq feet.
- Increase the Centre of Excellences setup in partnership with industry from the present 5 to 20 in number.
- Increase the hostel and faculty living facilities to support 6000 individuals from the present 1750 Individuals

**Plan 2: Library Resources**

- Audit current library resources, based on the assessment, strategies the digitalization of remaining resources.
- Increase digital subscriptions to Elsevier research databases, journals, and e-books. Expand access to digital resources for students and faculty.
- Evaluate and adapt resource acquisition based on usage and feedback.

**Plan 3: Sustainable Campus Expansion**

- The designated committee will periodically audit the existing infrastructure through a structured process and provide sustainability plan aligning with green building principles. Also recommend areas to increase renewable energy sources to meet the demand.
- As per the committee report, the conversion of existing, construction of new green buildings and implement renewable energy projects will be undertaken.
- Continue campus expansion with a focus on sustainability. Monitor and adjust energy solutions for more efficiency.

**Plan 4: International Standard Recreational and Wellness Facility**

- Upgrade the existing recreational and wellness facilities to international standards based on the recommendation of the Infra committee including sports experts.

- Beginning up gradation of existing facilities Football court, badminton court, swimming pool, basketball court.
- Evaluate usage and feedback to plan for additional facilities. Expand wellness programs to cater to a wider community.

**Plan 5: Enhancement and Expansion of Centers of Excellence**

- Periodically identify key areas and sign MoU with industries to establish new centers of excellence as recommended by respective curriculum development cell and enhance the 5 existing centers.
- Continue to enhance and evaluate the impact of centers of excellence. Plan for further expansion based on outcomes and emerging trends.

**Plan 6: Expansion of Incubation Centre and Technology Park**

- Increase the capacity of the existing incubation center and the technology park.
- Achieve 100 startups in incubation center, 60 corporates at the technology park to leverage the opportunities in internship, projects, placements, and startups.
- Evaluate the expansion impact of the incubation center and technology park development. Plan for the next phases based on startup community needs and feedback.

**Plan 6: Multi-purpose Hall for Conventions, Exhibitions and DBTU Events**

- Complete a multipurpose hall with a size of 70000 Sq ft to host full DBTU scale events and exhibitions.
- The hall to completely air-conditioned with all amenities and audio visual facilities
- Setup and outdoors events facility in the Hall

## 5.7 FINANCE PLAN

Rathinam has a healthy financial standing as of now with more than 5000 students. The revenue of the College has increased in recent years and the corresponding allocations for Operating Expenses and Capital Expenses have also increased significantly leading to phenomenal educational outcomes as listed in Table 5.7.1. The potential for growth is also multifold with the unique positioning of Rathinam DTBU along with the Centers of Excellence, Incubation Centre, Technology Parks (see Table 5.7.2).

Table 5.7.1. The table presents the standing revenue status of Rathinam College.

Revenue	2023-24
	Amount in Crores
Fees	40.00
Research & Grants	1.50
Consultancy	0.30
Infrastructure Utilization Charges	2.50
Philanthropy	0.30

As a DTBU, Rathinam has envisioned to grow to be one of the largest Universities in India with Top national and International ranking. For the big vision to be a reality, the most important aspect would be a detailed financial plan to achieve it. A crystal cut detailed financial plan is framed based on the following SWOC.

### SWOC

#### Strengths:

- **Diverse Revenue Streams:** Rathinam College offers a range of programs from technology to business, which attract many students and create multiple revenue streams through tuition fees. In addition, revenue generated through Technology Park annexed to the College and consultancy services, government funding, grants, alumni contributions provide a stable and robust revenue base.
- **Robust Budgeting and financial Planning:** A well-established budgeting process and financial planning contributes to efficient resource allocation and fiscal responsibility.

- **Cost Management:** Effective cost management strategies, such as efficient use of resources, outsourcing non-core activities, and leveraging technology for automation, enhances financial sustainability.
- **Strategic Investments:** Investments in technology, infrastructure, and academic programs that align with future demand improve the institution's competitiveness and financial returns.

## Weakness:

- **Dependency on Tuition Fees:** Heavy reliance on tuition fees can make the finance plan vulnerable to fluctuations in enrolment numbers.
- **High Operational Costs:** Rising costs of faculty salaries, infrastructure maintenance, affiliation, regulatory cost and technology upgrades strain the budget.
- **Limited Flexibility:** our rigid finance plan occasionally struggles to adapt to unexpected financial challenges or opportunities, such as sudden changes in government funding or economic downturns.

## Opportunities:

- **New Educational Models:** New Educational models such as Hybrid programs, skills training programs, and online programs can open new revenue streams, reduce operational costs, and attract non-traditional students.
- **Partnerships and Collaborations:** Forming partnerships with businesses and other educational institutions can lead to new funding sources, research opportunities, and shared resources.
- **Alumni Engagement:** Strengthening ties with alumni can lead to increased donations, mentorship opportunities for students, and enhanced networking for job placements.
- **Government and Private Grants:** Actively seeking out and applying for grants can provide additional funding for special projects, research, and infrastructure from funding agencies such as DST, DBT, AICTE, ICSSR, DRDO, BRNS, CSIR, etc.



## Challenges:

- **Regulatory Changes:** New government regulations regarding tuition fees, financial aid, or operational requirements may impose additional burdens on financial planning.
- **Competition:** Increasing competition from other colleges, universities, foreign universities and online education platforms may impact student enrolment and tuition revenue.
- **Technological Disruptions:** Rapid technological changes can necessitate continuous and costly updates to curricula and infrastructure to remain relevant.

This above SWOC analysis of Finance and the above financial data provides a framework for Rathinam DTBU to assess strategies, identify areas for improvement, and capitalize on opportunities while mitigating challenges. Rathinam DTBU targets to achieve the following revenue in the next 15 years as presented in Table 5.7.2.

Table 5.7.2. The table displays the revenue target to be attained by Rathinam DTBU over the next 15 years.

Revenue	1 <sup>st</sup> Year	6 <sup>th</sup> Year	11 <sup>th</sup> Year
	Amount in Crore	Amount in Crore	Amount in Crore
Fees	51.00	103	210
Research & Grants	2.00	5	12
Consultancy	0.40	1.2	3
Infrastructure Utilization Charges	3.00	7	15
Philanthropy	0.40	0.70	1

Based on the SWOC analysis, here is the action plan for next 15 years to achieve the above targets:

Objectives	Strategic Plans and Outcomes	0-5 Years Progress	6-10 Years Progress	11-15 Years Progress
Increase Financial outlay for Salary and employee benefits.	<p>1. Given the drastic increase in faculty requirement, to attract and retain Top class faculty into Rathinam DTBU, the present salary budget of 10 crores and year must increase exponentially.</p> <p>2. Budget for Employee incentives, Employee welfare programs, and employee training programs must increase drastically from the present 3 crores level.</p>	<p>1. Increase in salary budget to reach Rs. 25 Crores per Year.</p> <p>2. Increase in Budget for Employee incentives, Employee welfare programs, and employee training programs to reach 7.5 Crores per year.</p>	<p>1. Increase in salary budget to reach Rs. 50 Crores per Year.</p> <p>2. Increase in Budget for Employee incentives, Employee welfare programs, and employee training programs to reach 15 Crores per year.</p>	<p>1. Increase in salary budget to reach Rs. 75 Crores per Year.</p> <p>2. Increase in Budget for Employee incentives, Employee welfare programs, and employee training programs to reach 20 Crores per year.</p>
Increase Financial Partnership with Industry and Government bodies	<p>1. Establish partnerships with one or more Industry partners and/or Government agencies for establishing New Centre of Excellences through joint investment.</p>	<p>1. Increase the number Centre of Excellences to 10 with and average investment of 1 crore each.</p> <p>2. Establish outcome performance metrics for measuring financial efficiency of Centers of Excellence and set review process for the Metrics.</p>	<p>1. Increase the number of Centre of Excellences to 15 with an average investment of 1.25 Crores.</p> <p>2. Achieve 50% improvement in the Outcomes by implementing corrective actions based on the Metrics</p>	<p>1. Increase the number of Centre of Excellences to 20 with an average investment of 1.25 Crores.</p> <p>2. Achieve 75% improvement in the Outcomes by implementing corrective actions based on the Metrics</p>
Funds through Research & Consultancy to Industry	<p>Faculty profiles to be improved and New talent recruited to Engage industry in funded research and consultancy Projects. The Centre of Excellences established along with Industry would be the Nodal Point to Achieve this objective.</p>	<p>Achieve a revenue target of 3 Crores through Industry funded Research and Consultancy Projects.</p>	<p>1. Build a program to involve Alumni in Industry Funded Research and Consultancy Projects, thereby benefitting both the Alumni and Rathinam DTBU.</p> <p>2. Achieve a revenue target of 6 Crores through Industry funded Research and</p>	<p>Achieve a revenue target of 10 Crores through Industry funded Research and Consultancy Projects.</p>

			Consultancy Projects.	
Leveraging Govt. and International Institutional Funding for Advancement of Rathinam DTBU	1. Scheme funding, Funds for Research, Incubation, and Innovation is plentiful and going to drastically increase in the NEP 2020 regime. Rathinam DTBU is appropriately poised to capitalize on this with the Incubation Centre (AIC), COEs, and Technology Park in its axis in the same campus.	The present level of such funding is around 1 Crore per Year. Processes, 1. Equip the existing team working to Government funding to access International Institutional funding. 2. Infrastructure and Recruitments will be tuned to increase the number to 3 Crores per Year.	1. Metric for measurement of efficiency in implementing such schemes and measures for improved efficiency. 2. Achieve a target of 5 Crores through Government and International Institutional funding.	1. Metrics to be fine tuned 2. Improvement in processes for drastic increase in outcomes to be implemented through thorough study of the metrics collected. 3. Achieve a target of 8 Crores through Government and International Institutional funding.
Diversifying Revenue Streams	Explore new revenue avenues such as Industry Immersion Courses, online short-term courses, reskilling executive education, and IP licensing.	1. Put a team in place to Achieve this objective, Set processes and Metrics. 2. Achieve 1 Crore Revenue through these Sources	1. Set a committee to study the competition and processes in other Institutions towards this objective. Analyze the Committee findings and adapt good practices. 2. Increase the revenue achieved through these sources to 3 Crores	Increase the revenue achieved through these sources to 5 Crores
Financial Aid and Scholarship Programs	1. Expand financial aid and scholarship offerings to students. This will bring High performing students and improve the Placement and Entrepreneurial Environment in Rathinam DTBU 2. Implement Alumni Program that provides Fee support by High Achievers to needy students. Edu Dharma to be modified to support this initiative	1. Rathinam DTBU Budget allocation for scholarships and financial to be increased to 7% from the present 4% level. 2. Achieve 1% of student fees from Alumni	1. Rathinam DTBU Budget allocation for scholarships and financial to be increased to 8% from the present 4% level. 2. Achieve 2.5% of student fees from Alumni	1. Outcome efficiency of this 8% allocation towards scholarships and financial Aid to be fine-tuned to achieve international rankings, international Sports personalities and evolution of large startups from Alumni.

				2. Achieve 5% of student fees from Alumni
Optimizing Operational Budgets	<p>1. Implement cost-saving measures and optimize resource allocation for operational efficiency.</p> <p>2. Improve financial discipline by implementing Budget management and Purchase management in ERP</p> <p>3. Cut wasted costs by outsourcing non-core activities and implementing better financial scrutiny mechanisms to monitor 3rd Party Vendors.</p>	<p>1. 30% of non-core activities outsourced with tight metrics driven contracts.</p> <p>2. ERP implementation for purchase and Budgeting to be completed and 100% implemented</p> <p>3. Achieve 10% improvement in Operational efficiency</p>	<p>1. 50% of non-core activities outsourced with tight metrics driven contracts.</p> <p>2. Achieve 20 % improvement in Operational efficiency</p>	<p>1. 100% of non-core activities outsourced with tight metrics driven contracts.</p> <p>2. Achieve 25% improvement in Operational efficiency</p>
Green Financial Initiatives	<p>1. Significant Increase of Investment in sustainable, eco-friendly campus initiatives to reduce environmental impact, cut costs and promote sustainability.</p> <ul style="list-style-type: none"> <li>Expand and deepen commitment to eco-friendly practices.</li> </ul>	<p>30% increase in budget allocation for green initiatives</p> <ol style="list-style-type: none"> <li>Waste water treatment supporting green initiatives and landscaping</li> <li>Generate 50% of gas required for Hostel food preparation from Human waste. Setup bio-gas plants.</li> <li>Setup rainwater harvesting pond within the campus to recharge ground water.</li> <li>As of now Rathinam DTBU generates 600 KW of solar energy. Expand solar energy generation to 1.0 MW.</li> </ol>	<p>Achieve Lead Gold certification for the campus.</p> <p>Increase Solar power Generation to 1.5 MW</p> <p>Generate 100% of gas required for Hostel food preparation from Human waste. Setup bio-gas plants</p>	<p>Achieve Lead Diamond certification for the campus.</p> <p>Increase Solar power Generation to 2 MW</p>

		5. Fine tune building designs and upgradation of buildings to make them Energy efficient and move towards Zero Energy buildings		
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**Five Year Rolling Implementation Plan:****Plan 1: Increase Financial outlay for Salary and employee benefits.**

- Given the drastic increase in faculty requirement, to attract and retain Top class faculty into Rathinam DTBU, the present salary budget of 10 crores and year must increase exponentially
- Budget for Employee incentives, Employee welfare programs, and employee training programs must increase drastically from the present 3 crores level.
- At the end of first year plan, the Salary budget to reach Rs. 25 Crores per Year from the present level of 10 Crores per Year.
- At the end of the first five-year plan, the budget allotted for Employee incentives, Employee welfare programs, and employee training programs to reach 7.5 Crores per year from the present 3 Crores level.

**Plan 2: Increase Financial Partnership with Industry and Government bodies.**

- Increase the number Centre of Excellences to 10 with an average investment of 1 crore each
- Establish Outcome performance metrics for measuring financial efficiency of Centre of Excellence and set review process for the Metrics
- Expand and strengthen existing partnerships.
- Identify and initiate partnerships with new businesses.

**Plan 3: Mobilizing Funds through Research Consultancy to Industry**

- Expand the Institute Industry Partnership Cell to identify more industries and to build tighter relationships.

- Initiate professional partnership and secure projects and consultancy commitments.
- Provide necessary training to faculty for easy accommodate with industry

**Plan 4: Enhancing Budgets for In-House Research Activities**

- Increase budget allocation for departments recognized as research departments by 100% by the end of first five-year plan.
- Assess project progress and its outcome, and accordingly enhance research funding.

**Plan 5: Leveraging Govt. and International Institutional Funding for Institutional Advancement**

- continuous monitoring of the suitable calls from government and international funding agencies.
- Facilitate potential project proposal preparation and submission.
- Diversify funding sources and secure long-term funding.

**Plan 6: Diversifying Revenue Streams**

- Explore new revenue avenues such as Industry Immersion Courses, online short-term courses, reskilling executive education, and IP licensing.
- Put a team in place to Achieve this objective, Set processes and Metrics. Achieve 1 Crore Revenue through these Sources
- Expand those revenue streams and optimize them.

**Plan 7: Financial Aid and Scholarship Programs**

- Expand financial aid and scholarship offerings to students. This will bring High performing students and improve the Placement and Entrepreneurial Environment in Rathinam DTBU.
- Implement Alumni Program that provides Fee support by High Achievers to needy students. Edu Dharma to be modified to support this initiative

**Plan 8: Optimizing Operational Budgets**

- Review and streamline operational budgets.
- Implement cost-saving measures and optimize resource allocation for operational efficiency.
- Improve financial discipline by implementing Budget management and Purchase management in ERP
- Cut wasted costs by outsourcing non-core activities and implementing better financial scrutiny mechanisms to monitor 3rd Party Vendors.
- Implement cost-saving measures and assess impact.

**Plan 9: Green Financial Initiatives**

- Significant Increase of Investment in sustainable, eco-friendly campus initiatives to reduce environmental impact, cut costs and promote sustainability:
  1. Waste water treatment supporting green initiatives and landscaping,
  2. Generate gas required for Hostel food preparation from Human waste. Setup bio-gas plants.
  3. Setup rainwater harvesting pond within the campus to recharge ground water.
  4. As of now Rathinam DTBU is generating 600 KW of solar energy, expanding solar energy generation to 1.0 MW.
  5. Fine tune building designs and upgradation of buildings to make them Energy efficient and move towards Zero Energy buildings

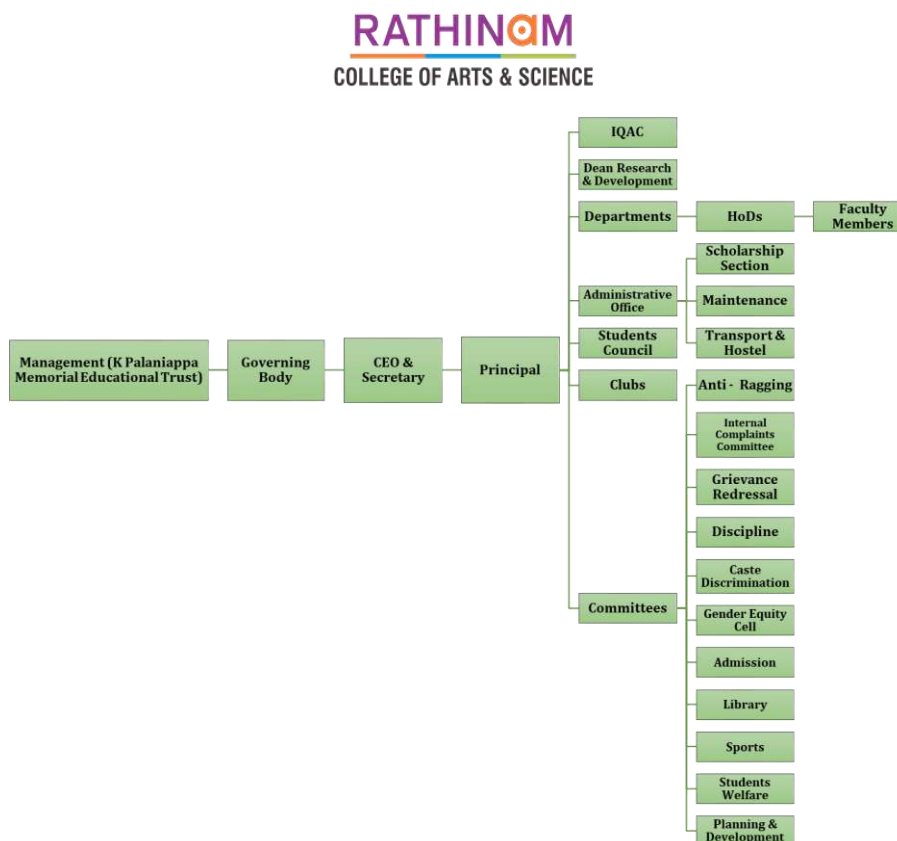
Expand and deepen commitment to eco-friendly practices.



## 5.8 ADMINISTRATIVE PLAN

A SWOC analysis for the administrative structure of Rathinam College (Figure. 5.8.1) examines the internal strengths and weaknesses, as well as the external opportunities and challenges, related to how a college is organized and managed.

### Rathinam College Organogram



#### Strengths:

- **Efficient Decision-Making:** The College has a well-defined administrative structure in place that allows clear decision-making pathways and enabling swift responses to internal or external matters.
- **Roles and Responsibilities:** The College has a delineated role and responsibilities to the members of the team to enhance productivity and ensure all administrative functions are executed effectively on time.
- **Strong ERP System & Academic Plan:** The College prepares a detailed academic plan, shares it with all the stake holders and monitors its effective implementation through an exclusive ERP administration from the point of Student admission up to the graduation.

- **Resource Appropriation:** Rathinam College has allocated necessary human resources for designated statutory and non-statutory bodies such as College Governing Body, Academic Council, Board of Study, Examination Cell, Internal Quality Assurance Cell, Finance Committee, and Internal Complaint, Anti-ragging, Infrastructure Development, and Technological Implementation Committee's, etc. respectively ensures the smooth administration.

## Weakness:

- **Rapid Technological Changes:** Adaptation to rapid technological advancements and their integration into the administrative processes requires a continuous investment in IT infrastructure, and faculty orientation and training.
- **Communication Gaps among Stakeholders:** Hierarchical structures and inadequate communication among stakeholders hinder the quality of training and placement outcomes.
- **Staffing Issues and Cost:** Availability of quality and trained employees are less in the market, maintaining an extensive administrative structure is expensive and diverting funds away from academic programs and student services.

## Opportunities

- **Technological Advancements:** Integrating new technologies can streamline administrative processes, improve efficiency, and enhance communication.
- **Collaborative Partnerships:** Forming partnerships with other institutions, industries, and community organizations can lead to new opportunities for funding, research, and community engagement.
- **Diversity and Inclusion:** Enhancing policies and practices to promote diversity and inclusion within the administrative structure can improve decision-making and foster a more supportive campus environment.

## Challenges:

- **Regulatory Changes:** Changes in educational policies and regulations impacts administrative operations, requiring adjustments that may be costly or time-consuming.
- **Technological Disruptions:** Rapid technological changes can pose challenges for administrative structures that are slow to adapt, potentially impacting the institution's competitiveness.
- **Competition:** Increasing competition from other institutions, including online education providers, can strain administrative resources and require innovative strategies to attract and retain faculty and administrative staff.
- **Cyber Security Risks:** The increasing risk of Cybersecurity threats is a challenge to the security of administrative data and sensitive information.

Conducting a SWOC analysis on Rathinam College's administrative structure has provided valuable insights into how the institution can leverage its strengths, address its weaknesses, capitalize on opportunities, and mitigate threats. This analysis should be revisited regularly to reflect changing internal and external environments. Figure 5.8.2 illustrates the organizational structure of the Rathinam DTBU.

Benchmarks	Strategic Plans and Outcomes	0-5 Years Progress	6-10 Years Progress	11-15 Years Progress
Streamline administrative processes to improve decision-making and operational effectiveness.	1. Conduct a comprehensive review of existing administrative processes. 2. Implement process improvements, including the adoption of digital tools for workflow management. 3. Train administrative staff in new processes and technologies.	1. 30% increase in administrative efficiency.	1. 60% increase in administrative efficiency.	1. 100% increase in administrative efficiency.

Strengthen Governance and Leadership	<p>1. Strengthening the existing governance structure that is more agile, transparent, and conducive to achieving effective administration.</p> <p>2. Establish clear roles and responsibilities for all governance bodies and administrative leaders.</p> <p>3. Promote leadership development programs to prepare administrative leaders for the challenges ahead.</p>	<p>1. 50% of administrators will complete the Leadership Development Programs.</p> <p>2. 20% of staff will be trained under emerging leaders mentorship program.</p>	<p>1. 70% of administrators will complete the Leadership Development Programs.</p> <p>2. 40% of staff will be trained under emerging leaders mentorship program.</p>	<p>1. 100% administrative leaders trained in advanced leadership skills to achieve international recognition.</p> <p>2. 50% of staff will be trained under emerging leaders mentorship program.</p>
Student Council in Administration	<p>1. Enhance student services, including counselling, career guidance, and extracurricular activities through students' council elected members by students.</p>	<p>1. 40% increase in students' happiness index.</p>	<p>1. 60% increase in students' happiness index.</p>	<p>1. 80% increase in students' happiness index.</p>
Structured School-wise Deanship	<p>1. Appointment of Deans in all schools with clear roles and responsibilities for promoting efficiency and school-specific strategies.</p> <p>2. Improvement on performance in Focused Governance, Enhanced Curriculum</p>	<p>1. 60% increase in school wise performance.</p>	<p>2. 80% increase in school-wise performance.</p>	<p>3. 100% increase in school-wise performance.</p>

	Development, Decentralized Decision-Making, Streamlined Operations, Focused Student Services, Quality Assurance, Networking and Partnerships, Reputation Building.			
Financial Management and Empowerment	1. Strengthen financial autonomy, streamline budgeting processes, and increase transparency in financial operations.	80% improvement in financial management efficiency.	90% improvement in financial management efficiency.	100% improvement in financial management efficiency.
Safety and Security	1. Implement comprehensive safety and security measures. 2. 24/7 Help Desk 3. Restricted and verified campus entry. 4. Compliance with Fire Safety measures 5. Established statutory cells for safety and security of students and faculty.	1. 70% increase in safety measures	1. 90% increase in safety measures	1. 100% increase in safety measures

## **Five Year Rollout Implementation Plan (First 5 Years):**

### **Plan 1: Streamline administrative processes**

- Periodically conduct a comprehensive review of existing administrative processes.

- Based on the report, process improvements will be implemented, including the adoption and training of administrative staff on digital tools for workflow management.
- Obtain the stakeholders feedback on the administrative processes regularly.

**Plan 2: Strengthen Governance and Leadership**

- Review the existing governance structure for effective administration annually.
- Accordingly, re-assign the roles and responsibilities, and provide leadership development programs.
- Assess the leadership preparedness for continuous improvement and support.

**Plan 3: Student Council in Administration**

- Election of student council to govern the student services including counselling, career guidance, and extracurricular activities under the guidance of Dean - Student Affairs
- Improve existing student services and introduce new initiatives.
- Continuously assess and enhance student Happiness Index.

**Plan 4: Structured School-wise Deanship**

- Identify the closely related departments and combine them as a School.
- Appoint Deans for each school with clear roles and responsibilities to promote efficiency and frame school-specific strategies.
- Continuous Performance assessment based on various quality parameters of the school.
- Continuous improvement will be checked based on feedback from stakeholders

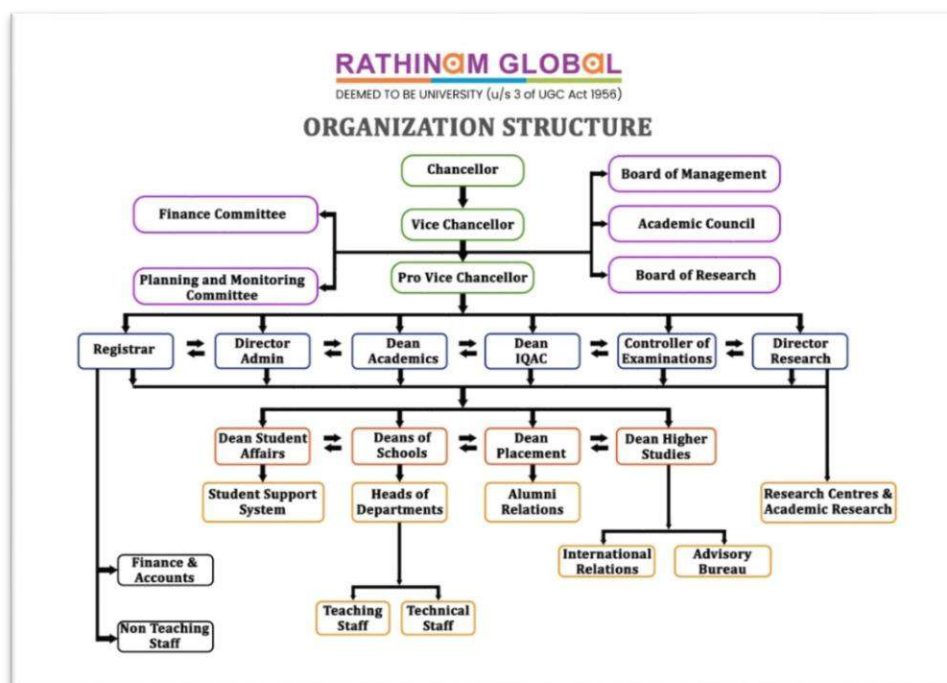
## Plan 5: Financial Management and Empowerment

- Review and introduce reforms in budgeting and financial transparency.
- Strengthen financial autonomy and review efficiency.

## Plan 6: Safety and Security

- Implement comprehensive safety and security measures, including technology upgrades and staff training.
- Enhance safety and security measures by implementing 24/7 Help Desk, Restricted and verified campus entry, Compliance with Fire & Safety measures.
- Ensure regular updation of dedicated statutory bodies focusing on the safety and security of students and faculty.
- Regularly update and refine security practices to meet evolving challenges.

Figure. 5.8.2. The organogram showcases the organizational structure of the envisioned Rathinam DTBU.





## 5.9 GOVERNANCE PLAN

Rathinam DTBU has set a very ambitious VISION for its governance. It intends to have a goal oriented, balanced, futuristic, system based, technology driven governance plan in place to make RATHINAM DTBU world class in a short period. With eminent competition from international Universities in Indian Soil, we intend to move towards excellence in governance vary rapidly. In order to arrive at such a robust governance, plan that catapults Rathinam to world arena, Rathinam College has done a detailed analysis of its present Strengths and Weaknesses, the study is presented below:

### Strengths:

- **Experienced Leadership:** Experienced and knowledgeable leadership teams capable of navigating complex challenges and driving academic excellence.
- **Accreditation and Ranking:** Well established IQAC resulted in NAAC Accreditation with A++ grade, NIRF Rank, recognized under DBT STAR COLLEGE Scheme, Institutions Innovation Councils (IIC) rating with Four STAR, A+ Sustainable green campus by MGNCRE.
- **Academic Reputation:** Institution with strong academic reputation to attract good faculty and Leadership.
- **Financial Resources:** Rathinam has robust financial resources, including rental revenues from Student Fees, Rathinam Research & IT Park, and Government Grants which can support strategic initiatives and infrastructure development.
- **Technology in Governance:** The Institution has quickly adapted technology for governance and teaching through Hybrid Learning Centers, Cloud and Intranet Platform, ERP, HRMS, and CRM,

### Weakness:

- **Resource Allocation:** Challenges in effectively allocating limited resources can impact the quality of education and faculty retention, affecting overall governance effectiveness.
- **Dependence on Tuition Fees:** Heavy reliance on tuition fees for revenue can make an institution vulnerable to fluctuations in enrolment numbers.

- **Talent Acquisition:** Leadership Talent Acquisition is more and more complex due to huge demand and due to competition with corporates.

## Opportunities:

- **Technological Advancements:** Embracing new technologies for learning, administration, and research can enhance educational delivery and operational efficiency.
- **Online Education:** Expanding online and hybrid learning offerings can improve accessibility to quality in teaching delivery.
- **Sustainability Initiatives:** Implementing and promoting sustainability practices rapidly can attract students, enhance the institution's reputation, and contribute to global environmental efforts.

## Challenges:

- **Technological Disruption:** Rapid technological changes can disrupt traditional educational models, requiring continuous adaptation and investment.
- **Competition:** Foreign Universities and Online Education being permitted now comes with mature pre-established governance practices which put us at a disadvantage in competition.
- **Regulatory Changes:** Rapid and Sporadic Changes in educational policies and regulations impose new challenges and compliance costs of Governance

This SWOC analysis provided a framework for Rathinam to assess its governance strategies, identify areas for improvement, and capitalize on opportunities while mitigating challenges. Here is the action plan for next 15 years based on the analysis of the SWOC to catapult Rathinam DTBU to be world class:

GOALS	Strategic Plan with Outputs and Outcomes	0-5 Years Progress	6-10 Years Progress	11-15 Years Progress
Policy Development & Review	1. Establish a dynamic policy framework that evolves with educational trends.	1. Setup process for Responsive review mechanism, and metrics.	1. Improve the metrics to perfection and improve the responsiveness efficiency to 80%.	1. Achieve responsive efficiency of 95%

	2. Create a team of experts to formulate and review policies periodically in accordance with the regulatory norms.	2. increased stakeholder engagement: 80%  3. Technology integration for streamlined policy processes: 70%	2. Technology integration for streamlined policy processes: 80%	3. technology integration for streamlined policy processes: 90%
Financial Management	1. Implement robust financial planning, budgeting and reporting systems.	1. 40% improvement in budget allocation efficiency; financial dashboard introduced.	1. 60% improvement; advanced analytics in use.	1. Fully integrated and user-friendly financial management system with 100% efficiency.
Accountability & Transparency	1. Enhance mechanisms for internal and external accountability.	1. Transparency portal launched; regular stakeholder reports.	1. Enhanced feedback loops; 25% increase in stakeholder satisfaction.	1. Best practice standards achieved; 40% increase in satisfaction.
Digitalized Governance	1. Shift towards complete digitalization of governance processes.	1. 80% of governance processes digitalized; online platforms for administration.	1. 90% digitalization; mobile governance introduced.	1. 100% digitalization; AI-assisted governance frameworks.
AI-Driven Productivity in Administration	1. Integrate AI tools for administrative efficiency and decision support.	1. AI for data management implemented; 50% increase in administrative efficiency.	1. AI-driven analytics and forecasting; 75% increase.	1. Advanced AI integration; 100% increase in efficiency.
Ranking and Accreditation	1. Aim for top-tier national and international rankings and accreditations.	1. NAAC accreditation: A++ rating to be retained as a university Get ranked in NIRF and	1. NAAC accreditation: A++ achieved: Achieve Top 100 in NIRF and within 200 QS Ranking	1. NAAC accreditation: A++ achieved: Achieve Top 60 in NIRF and 100 QS Ranking

		within 500 QS Ranking.		
Quality Assurance and Strategy Development	1. Improve a comprehensive quality assurance framework; strategic planning for continuous improvement.	1. Quality assurance system implemented; strategic review cycle established.	1. Enhanced strategic planning processes; benchmarking against top institutions.	1. Excellence in quality assurance; adaptive and proactive strategy development.

## Five Year Rollout Implementation Plan

### Plan 1: Policy Development & Review

- Establish a policy development committee. Conduct a comprehensive review of existing policies.
- Develop and implement new policies addressing emerging educational trends and stakeholder needs.
- Institute an annual policy review process to ensure relevance and responsiveness to changes in the educational sector.

### Plan 2: Financial Management

- Upgrade financial planning and reporting systems. Train staff in new tools and processes.
- Introduce a financial dashboard for real-time monitoring and decision-making.
- Leverage advanced analytics for budget optimization and financial forecasting.

### Plan 3: Accountability & Transparency

- Launch a transparency portal for internal and external stakeholders. Begin regular reporting on key metrics.
- Expand the feedback mechanisms available to stakeholders. Use feedback for continuous improvement.
- Benchmark against best practices in governance transparency and accountability.

**Plan 4: Digitalized Governance**

- Improvising digital governance. Focus on digitalizing key administrative processes.
- Expand digitalization efforts. Enhance mobile platforms for governance accessibility.
- Aim for complete digitalization of governance processes. Explore AI assistance for enhanced decision-making.

**Plan 5: AI-Driven Productivity in Administration**

- Implement AI for routine data management tasks. Train staff in AI tools and systems.
- Expand the use of AI for analytics and forecasting. Monitor efficiency gains and adjust strategies accordingly.
- Evaluate advanced AI integration opportunities. Focus on AI-driven improvements in decision support.

**Plan 6: Ranking and Accreditation**

- Identify criteria for national and international rankings and accreditations. Begin targeted improvements.
- Achieve initial accreditation milestones. Implement strategies for continuous ranking improvement.
- Focus on international accreditation and ranking improvement strategies based on evaluative feedback.

**Plan 7: Quality Assurance and Strategy Development**

- Enhance the quality assurance framework. Integrate strategic planning cycles.
- Implement quality assurance measures. Use strategic planning for benchmarking and continuous improvement.
- Enhance strategic planning processes. Adapt and evolve quality assurance practices to maintain high standards.

## **CHAPTER-6 CONCLUSION: REALIZING THE RATHINAM GLOBAL DTBU**

## CHAPTER-6

### CONCLUSION: REALIZING THE RATHINAM GLOBAL DTBU

Rathinam had a grand vision from the origin to be a Global player in Education, Innovation and Technology Development. The Rathinam Global Deemed To Be University (Rathinam Global DTBU) is a major leap towards the Vision. The Rathinam Global DTBU is embarking on a transformative journey, rooted in a 23-year legacy of educational excellence and innovation. As an extension of the Rathinam College of Arts and Science and supported by the synergistic integration of Rathinam Technology Park, cutting-edge Centres of Excellence, and the Atal Incubation Centre (AIC RAISE), Rathinam Global DTBU is uniquely positioned to offer a world-class education that seamlessly melds theoretical knowledge with practical industry experience.

The institution, through its specialized Schools in Computer Science, Commerce, Management, Creative Arts, and Sciences, is dedicated to fostering a research-intensive environment that prioritizes innovation, student welfare, and holistic development. This commitment aligns perfectly with the National Education Policy (NEP) 2020, emphasizing inclusive, equitable, and sustainable educational practices. Rathinam Global DTBU's eco-friendly campus and modern facilities further underline its dedication to environmental stewardship, an integral component of NEP 2020.

Strategic plans for admissions, curriculum development, Outcome-Based Education (OBE) implementation, and a strong emphasis on research and innovation highlight Rathinam Global DTBU's alignment with the holistic and adaptable framework of NEP 2020. The upcoming 2024-25 academic year marks a significant milestone, as these initiatives begin to materialize, reflecting the university's core values and ambitions. The university's plans on faculty recruitment and development, research, finance, infrastructural growth, administration and governance are meticulously designed to meet its overarching goals, contributing to its pursuit of excellence and high standards.

In conclusion, Rathinam Global DTBU stands at the cusp of a major leap in higher education guided by the visionary principles of NEP 2020. With its clear vision, robust mission, and strategic objectives, the DTBU is not only set to make a substantial impact in higher education, but also to make a lasting impact on the community and the world around. As Rathinam Global DTBU advances, it is committed to not just educating and inspiring its students but also, to embrace the challenges and opportunities of the dynamic global educational landscape.



## **CHAPTER-6: LEGAL UNDERTAKING FOR CORPUS FUND**



29.2.2024  
தமிழ்நாடு தமிழ்நாடு TAMILNADU ரூ. 100/-  
K. Palaniappa Memorial  
Educational Trust  
Coimbatore.

DV 108528  
P. Santhamani  
P. SANTHAMANI  
STAMP VENDOR  
Edayarpet, Coimbatore  
Coimbatore-8, Tamilnadu  
L.No : 7333/87/97/89

### Affidavit

The sponsoring body, K. Palaniappa Memorial Educational Trust undertakes that we shall make available the Corpus Fund in the name of Rathinam Global Deemed To Be University as prescribed by the University Grants Commission (UGC).

For K. Palaniappa Memorial Educational Trust

*Santhamani*  
Managing Trustee  
Deponent

### Verification:

Verified at Rathinam College of Arts and Science, Coimbatore on this day of 29.02.2024 that the contents of the above said affidavit are true and correct to the best of my knowledge and belief and nothing material has been concealed therefrom.

For K. Palaniappa Memorial Educational Trust

*Santhamani*  
Managing Trustee  
Deponent



*Srinivasan L.*  
SRINIVASAN L., B.Sc., M.L.,  
ADVOCATE & NOTARY  
COIMBATORE DISTRICT  
No: 7, Ground Floor, 3rd Street Gopalapuram  
Coimbatore - 641 018. Cell : 98947 64100