



**MAHARISHI MARKANDESHWAR  
(DEEMED TO BE UNIVERSITY)  
MULLANA-AMBALA, HARYANA (INDIA) - 133203  
(Established under Section 3 of the UGC Act, 1956)  
(Accredited by NAAC with Grade 'A')**

**STRATEGIC PLAN 2025 of MM(DU)**

The Strategic Plan 2025 of the MM(DU) builds on the foundation of quality and value-based education as the basis for excellence in education. While in strategic plan 2020, the MM(DU) had already laid stress on some vital performance indicators like research output, internationalization, new and advanced programs, establishment of Centers of Excellence, Green Campus, Rankings and accreditation, etc., the strategic plan 2025 will focus on strengthening the already identified focus areas as also identifying new areas in line with the Vision of the MM(DU).

The MM(DU) has defined following major components/key areas in order to move from good to excellence in various activities through next five years. Given below are the series of steps to be undertaken for the implementation of our strategic plan keeping in mind of our core values which steer us through the decision-making process:

**1. Steps to Academic Excellence:**

**a. Induction of New Programmes:** The MM(DU) intends to introduce variety of new age programmes such as Data Analytics, Data Science, Cyber security, Deep learning, automation and robotics, Bioinformatics, Pharma co-vigilance, etc. as per the requirement of the society/industry. Students will be exposed to industrial training-cum-projects based on the applications of the said course. Design of short-term courses will be based on industry requirements so that the students of MM(DU) receive first-hand experience in professional environments.

The MM(DU) further intends to expand its spectrum of Super-Speciality programs in MMIMSR and likewise advanced programs in other health science institutions will also be started. Some courses on Virology will be introduced for the para-medical students.

Moreover, exchange programs in collaboration with other



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national/international organizations are greatly envisaged. The information about different exchange programs/fellowship/summer schools including DAAD, IUSSTF, USIEF's Fulbright Fellowship, etc. is regularly provided to the students. Also, in-house funding from the MM(DU) to meet out the requirements for implementation of the above mentioned programmes, preclinical/clinical facilities and online subscription of various courses/modules is also provided. Facilities for specialized treatments such as comprehensive/integrated clinic, implant clinic, geriatric clinic, specialized healthcare needs clinic, tobacco cessation clinic, esthetic clinic, etc. are also anticipated to be introduced in the next 10 years.

**b. Online Programs:** Online courses are need of the present time. The MM(DU) intends to strengthen its Faculty resources and infrastructure for offering online programs in coming years so as to enhance its outreach to students and working professionals, who are not able to attend its on-campus programs. Some of these courses can also be offered to the regular students as value added courses.

**c. Pedagogical Innovations:** Development of MOOCS courses under SWAYAM platform and encouraging faculty members to enroll for the same, are some of the priority-based initiatives to be undertaken by the MM(DU) in the years to come. Tech powered classrooms allowing for innovative pedagogical approaches like flipped classrooms, MOOCs, Collaborative learning, etc., would be built. Maximum output of students in terms of experiential learning and learning through Journal Clubs would be greatly emphasized. The constituent institutes of the MM(DU) would establish some students/Faculty Chapters of professional bodies in their respective areas. Effective implementation of multi-model learning packages and software for better understanding of concepts is another projection for next five years. Master trainer courses for faculty especially in Nursing institute will be implemented. In order to promote professionalism, the MM(DU) would encourage faculty to participate in at least two national or one international



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level conference, once in three years. Critical thinking skills and evidence-based practice in patient care would be provided.

## **2. R&D Excellence and Innovations**

The MM(DU) aims to excel in R&D activities by encouraging researchers to achieve excellence in terms of publishing manuscripts, books or applying for patents. The existing Research Promotion Policy has provisions for cash incentives as well as research awards both in the form of citations as also in cash for the Faculty and students. The strategic plan 2025 aims to set the targets in terms of the output in various domains of research output.

### **a. Research Publications**

The MM(DU) would like to increase its publication outcome per faculty member to 01 publication per faculty per year in coming five years and to reach upto 02 publications per faculty per year during the next 10 years. Current ratio of our faculty engaged in research is 50% which we would like to increase upto 75% in next five years and 100% in next 10 years. Workshops can be organized for junior faculty on Research Methodology and on how to write good manuscript/research article to submit in quality indexed journals.

It will be made mandatory for each and every faculty member to publish research papers only in SCOPUS/WOS/PUBMED Indexed Journals. In addition to routine purchase, efforts would be made to publish atleast one major equipment per laboratory every year taking into consideration the needs of it Departments/Institutes in order to further update the labs with modern facilities.

### **b. Publication of Books and Book Chapters**

In terms of Books/Book chapter publications also, we intend to achieve 1:1 ratio for faculty: Books/Book Chapters in next five years and 1:2 faculty: Books/Book Chapters ratio during the further next five years. The focus



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should be on publication of such books/book chapters which are research based or original text books.

**c. h-Index**

While h-Index of the MM(DU) has increased from 21 to 42 during 2015 to 2020, the institution intends to achieve h-index of 70 by 2025. Faculty engaged in research would be given more incentives depending upon their output in terms of research outcome; which will enhance the research ambience of the institution.

**d. Research Promotion**

The MM(DU) will ensure to conduct two international conferences (SCOPUS-Indexed) and five National Level conferences/seminars/workshops on latest research methods and simulation tools. Institution envisages 90-100% of the faculty to be involved in research.

Intramural in-house support from the MM(DU) will be given to upgrade and set-up the central instrumentation facility in the campus.

**e. Funding from Extramural Agencies**

Research ambience and research facilities would be strengthened in order to fetch grants to the tune of Rs. 5 crores in next 5 years. The MM(DU) aims to encourage faculty to apply against various “call for proposals” under different schemes, announced by different funding agencies DSTs, MHRD, AICTE, ICMR, DRDO and DBT etc. A Cell will be established in every department to share the opportunities and to help in preparing the proposal. More workshops on how to write good proposals holding merit for extramural funding will be organized.

**f. Patenting of products/technology**

Currently the MM(DU) has filed 84 patents and 78 copyrights in last five years and it is proposed to set target of 100 more patents and 100 more



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copyrights to be filed during the next 5 years. Faculty would be encouraged to file patents and copyrights and protect their inventions. Appropriate incentives to the innovators/inventors are in place as provided in the Research Promotion Policy of the MM(DU).

### **3. Talent Recruitment/Acquisition and retention**

#### **a. Interdisciplinary Researchers/Faculty**

The institute would attract high quality faculty with postdoctoral experience from technically developed countries such as USA, Europe, UK, Japan, Australia etc. Moreover Ph. D candidates of multi-disciplinary background from IITs, NITs, ISRO, IISc, IISERs, AIIMS, PGIMER and other prestigious institutions within the country will be invited to be involved in the centers of excellence. Such faculty has the potential of attracting young scholars in their disciplines which would certainly strengthen our research output.

Intra and inter-institutional collaborations for students Projects would be another initiative undertaken by the constituent institutions of the MM(DU). About 5% visiting faculty of having wider exposure of research and academics from renowned institutions from India like IITs, IIMs, IISERs, AIIMS, etc. and reputed foreign Universities would be fixed. This would certainly enhance the global outreach of our institution. Interdisciplinary projects would be given. Identification process of contacting such faculty will be done along with streamlining the process of hiring such faculty.

#### **b. Attracting Diverse group of Young Researchers and Scholars**

Young researchers from outside and within the country who have novel ideas, will be attracted to transform those ideas into start-ups. The MM(DU) would provide assistance through business incubation centre. Start-up grant assistance and research grants/fellowships will also be provided to the said group of scholars/researchers.

### **4. Fostering National and international Collaborations**



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The MM(DU) would like to establish 25 new collaborations/MoUs with institutions of National and international importance till 2025. The number of MoUs/collaborations would be expanded to 50 with a major focus on interdisciplinary research and mobility of staff & students in next five years.

**5. Advanced infrastructure and upgradation/modernization of laboratories**

Laboratories would be upgraded with high-fidelity simulators for better simulated clinical experience of students. The laboratory would be equipped with advanced equipments/facilities for interdisciplinary learning. Other initiatives taken towards this end is: establishment of stem cell facility, immune-histochemical set up and procurement of dental laser unit.

**6. Industry-Academia linkage and outcome**

Industry Institute Partnership Cell (IIPC) would be established under the aegis of AICTE support and atleast 05 industry-academia linkages (IAL) would be established. The interaction between faculty, students and industry would be enhanced by maximal participation of the stakeholders. This scheme is anticipated to create an IIP Cell in the Institution which promotes interaction between faculty, students and industry. This will reduce the gap between industry expectations (practice) and academic offerings (theory) by direct involvement of industry to attain a symbiosis.

**7. Alumni Engagements and interaction**

Central Alumni Cell would be rejuvenated to organize atleast 02 programmes (at zonal level) in a year to felicitate proud alumni achievers. Alumni would be engaged to help and support the fresh graduates in terms of placements. Well placed Alumni will be encouraged to contribute towards the development of MM(DU) financially or in kind.

**8. Strengthening Patient-care initiatives**



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The MM(DU) would undertake following patient care initiatives:

1. Health Awareness/medical camps will be held for better patient outcome.
2. Health education material would be generated.
3. Branding of the Super-speciality hospital.
4. Collaborations with Nationwide Quality of Care Network (NQOCN) to conduct various quality improvement projects.
5. Implementation of respectful maternity care
6. Establishment of Activity Centre for geriatric people

Smart-services for the patient care along with friendly and professional ambience in the super-speciality hospital has been initiated. Moreover, providing rehabilitation services to the discharged patients by developing a tracking system for the community, is also under-process. Corporate-Social Responsibility activities have also been strengthened. In collaboration with IT and other interdisciplinary departments, the MM(DU) would like to develop user-friendly APPs, patient tracking software and upgrading health education material. The MM(DU) will explore the feasibilities of promoting Medical Tourism using the facilities available in its Institutions of Medical stream.

#### **9. Entrepreneurship and consultancy initiatives**

The MM(DU) targets to achieve a mark of Rs. 2.5 crores per year as revenue through consultancy. The institute will promote entrepreneurship and self-employment amongst technical students as an attractive and viable career option. Start-ups by students would be further expanded. The scheme will motivate to develop a support system for technocrats and entrepreneurs. Atleast 10 start-ups are envisaged by students during the next five years. More number of workshops would be conducted to promote start-up





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activities amongst students. Efforts will be made to establish the Science & Technology Entrepreneurs Park (STEP) under National Science & Technology Entrepreneurship Development, Department of Science & Technology (DST).

### **10. Placements and Career Opportunities**

The MM(DU) targets to achieve 90% placement by inviting core recruiters to the campus through Training and Placement Cell and with an average package of atleast 5 lakhs per annum. Career orientation programmes will be organized for UG/PG students of various streams. At least 10 core-recruiters in different disciplines would be called for student recruitments. Industry exposure to the students will be strengthened by exposing them to relevant industry. Students interested for higher studies would be encouraged to prepare for the competitive examinations such as GATE/NET/NCLEX/GPAT/NEET and other dental/health/pharmacy examinations. Also, they would be encouraged to apply for international fellowships.

### **11. Continuing Education Programmes**

The MM(DU) will conduct atleast one continuing education programme and one national/international conference for UG/PG students per institute in a year in all the disciplines. The number of programs related to continuing education would be further expanded to two per institute in a year during next five years. Also, ICT/Webinar-based Continuing education programmes would be encouraged. Moreover, need based continuing dental/medical/nursing/health education programmes will also be conducted.

### **12. Centers of Excellence**

New Centers of Excellence (COEs) would be established in different fields including robotics, Internet of Things (IoT), Transportation system, Geo informatics, Sustainable Development, Artificial intelligence, Refrigeration & Air conditioning, designing etc. The institute will focus on selection of Expert





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committees for Mentorship/Supervision for development of centers of excellence and Laboratories.

Efforts will also be made to establish a Research Park (RP) in the campus through AICTE in collaboration with the Industry or group of Industries in the next 5 years.

### **13. Capacity Building**

Capacity Building measures will be undertaken to develop teachers training and education programme for school based oral health promotion and First Aid training to the school teachers. The institute envisages to have at least one trained teacher in 50 schools in a radius of 50 kms. Efforts will be made to establish MoUs with Department of School Education as well. Nomination of teachers from schools based on eligibility criteria, will also be looked into. Preparation of learning resources and devising of mechanism for the certification of training will also be undertaken.