

STRATEGIC PLAN

(2019-2024)



International Affairs Cell

**J.C. BOSE UNIVERSITY OF SCIENCE AND TECHNOLOGY, YMCA,
FARIDABAD**

(Formerly YMCA University of Science and Technology)

NAAC 'A' Grade accredited State University

Sector-06, Delhi Mathura Road, Faridabad -121006 (Haryana)

I. ABOUT the CELL

In the age of globalization, J. C. Bose University of Science & Technology, YMCA, Faridabad has set out International Affairs Cell in an effort to make the university a global study destination in the country and promote intensive academic and research collaboration with foreign HEIs. The cell is established in the heart of the university in September, 2019. As per National Education Policy, 2020, the various objectives of cell are as follows:

- 1.** To coordinate all matters related to support foreign students
- 2.** To disseminate information related to the admission process among prospective foreign students.
- 3.** To engage the promotional activities and brand building campaign board.
- 4.** Single point of contact for carrying out all collaboration activities with foreign institutions.
- 5.** Act as a liaison body between the foreign students and sponsoring agency.
- 6.** To address the grievances of foreign students in all matters.
- 7.** Single point of contact for registration with FRRO/e-FRRO.
- 8.** To facilitate networking with fellow students.
- 9.** To extend all possible help to foreign students to adapt to a new culture environment and make the stay in India comfortable and enriching.

Besides the activities listed by NEP,2020, the cell also aims to carry the following activities.

- 10.** To facilitate international academic and research collaboration.
- 11.** To conduct knowledge enrichment sessions for all students, whether domestic or foreign students through international experts.
- 12.** To conduct knowledge transfer programs through means of international FDP/STTP.

For the smooth execution of aforementioned activities, the cell is constituted with following members:

Dr. Shilpa Sethi – Director, International Affairs Cell

Dr. Rajeev Saha- Deputy Director, International Affairs Cell

Dr. Mamta Kathuria – Coordinator, International Affairs Cell

Dr. Sapna Taneja- Coordinator, International Affairs Cell

II. VISION, MISSION OF CELL

VISION

Envision being an acclaimed name in the field of international education and research with the ultimate goal of preparing globally competent personalities.

MISSION

- To establish, strengthen and sustain collaborations with internationally prestigious universities.
- To broaden education frontiers and enhance students' experience in the field of humanities, science, technology, management and journalism by providing global learning opportunities.
- To partner with overseas institutions for faculty and student research activities for promoting high quality research.

III. STRATEGIC GOALS

1. To get approval for admission of foreign admission in our university from statutory bodies.

Admission of foreign students in our university can take place only after due approval from concerned statutory bodies. AICTE need to be approached for approval and allocation of supplementary seats in programs of management and engineering. For programs in science, humanities and journalism, approval from Academic section of the University is sufficient.

2. To establish means of dissemination of information related to admission of foreign students in various programs of university.

Admission of Foreign students in our University can take place only if suitable means are administered to reach the prospective students in foreign countries. Social media like Facebook, Twitter, LinkedIn etc. can be used along with specific campaigns using Google Adwords may be employed for the purpose.

3. To register with national and international bodies related to international affairs engaged in admissions of foreign students.

Registration with National bodies like ICCR, EdCIL, Ministry of Education (for Study in India program) helps in streamlining the process of admission of foreign students with scholarship grant in our university. However, most of them requires good rank in NIRF (within top 100) or good NAAC score (minimum A+). Tie up with some prestigious bodies at National and International level will help in moving ahead with foreign students' admission as well as collaboration with foreign institutions.

4. To enrol foreign students in various programs of university.

Foreign students are to be admitted in the allocated supplementary seats in programs of science, management, humanities, journalism and engineering.

5. To facilitate foreign students in all matters to help them adapt to a new culture environment and make the stay in India comfortable and enriching.

Foreign students are normally unknown to our culture and traditions. We need to help them adapt to our culture environment and make the stay in India comfortable and enriching.

6. International teaching, learning and knowledge

Facilitating the faculty in developing teaching capabilities, improving teaching-learning process, sharing resources, enhancing students' experience, and ensuring an overall academically strong culture.

7. Expansion of study abroad internships, and training opportunities

Creating new opportunities, strengthening exchange and retention of international students, while giving due consideration to their aspirations and financial resources.

8. To establish new strategic partnerships with globally reputed universities and build on existing ones

Creating and supporting joint programs with international partners, enabling faculty to collaborate faculty at abroad for carrying out joint research and co-creating knowledge by exchanging expertise.

9. To promote the knowledge transfer program with academic institutions of international repute for enhancing the skill set of faculties

Knowledge transfer programs in the field of science, management, humanities, journalism, and engineering may be conducted for duration of one/two week wherein the faculties for both institutions will get benefitted.

10. To provide global exposure to the students through knowledge enrichment programs

The knowledge enrichment sessions may comprise the expert lecture for preparation of competitive exams at international level such as IELTS, TOFFLE, GRE, GMAT etc. Besides, the knowledge enrichment session may be conducted to make students learn international languages that contribute to admission in foreign universities.

11. To promote faculty/students' participation in international summits/ webinars for acclaimed names of universities in the field of international education and research

The participation of faculties/ students in international events can be coordinated, to broaden educational frontier and enhance individual capabilities.

IV. STRENGTH/ WEAKNESS OPPOROTUNITIES/ CHALLENGES

The major strengths/weaknesses and opportunities/challenges are given below:

Strengths

- Locational advantage of being situated in the National Capital Region, having adequate connectivity with all means of transportation.
- Established three international MoUs with government institutions abroad in less than a year including prestigious University of North Texas, USA.
- Selected by Indian Council for Culture Relation in the national mission to promote admission of foreign students in India.
- Avid support from administration in many aspects, particularly well-equipped hostel facilities for foreign students.
- Weaknesses
- Lack of funds at the disposal for students that hinders the mobility of students in abroad.
- Recognition of university at international level in neighboring countries is less.
- Opportunities
- To get registered with national programs such as EDCIL(Educational Consultants India Limited), Study in India, DASA(Direct Admission of Students Abroad) etc.
- To revive the academic relations with Germany for research, student/ faculty exchange and higher education.
- Supplementary seats in foreign categories namely PIO/OCI/FN/ Children of Indian workers in Gulf Countries to get admission in various Management, Sciences and Engineering courses.
- Scope for co-hosting academic events i.e. workshops, seminars, conference with International partners.
- Scope for Post Doc, joint projects and progression arrangements and dual/double degree with partner institutions.
- Challenges
- Financial challenge in student exchange program due to incapability to born expenses at student end.
- In adequate NACC/NIRF score to be associated with national bodies for the purpose of foreign students' admission.
- Participation of Departments in establishing international MoU
- Implementation of existing MoUs at Department level.

V. ACTION TO BE TAKEN

1. To get approval for admission of foreign admission in our University from statutory bodies.

Foreign admission in 2020-21 session for program B.Tech. (Computer Engg.) already approved from AICTE. Application and details regarding approval and allocation of supplementary seats in programs of management and engineering (Other than B.Tech. -Computer Engg.) will be filled online through AICTE portal. Approval of 5% supplementary seats for foreign admissions in other programs introduced in the University to be taken up from Academic Year 2021-22. Approved seats in different programs will be taken up for admission from Academic Year 2022-23 onwards.

2. To establish means of dissemination of information related to admission of foreign students in various programs of University.

Online social media is one of the most popular and effective means for approaching prospective students in foreign countries for admission. Facebook, Twitter, LinkedIn AND Google Adwords campaign were carried out for dissemination of information related to admission of foreign students in ten developing countries in academic year 2020-21 by international affairs cell.

3. To register with national and international bodies related to international affairs for help in admissions of foreign students.

The cell has approach different National bodies for registration of university for admission of foreign students. The NIRF ranking of the University for 2020-21 under Engineering category was 120th while in management, rank was within top 100. On being pursued, ICCR approved our University for admission of foreign students' through A2A portal from AY 2021-22. For foreign admissions from 2022 onwards, tie up with other National bodies like EdCIL, Ministry of Education (for Study in India program) along with consultants will be taken up.

4. To enrol foreign students in various programs of University.

The primary task of the cell is to support Admission Branch in carrying foreign students' admission in the University. For this purpose, the cell has taken up the following tasks in AY 2020-21 and will also be continued in future.

- Landing pages for different programs are created.
- Social advertisements through different media channels such as Google Adwords, Facebook ads and newspapers had been taken up in AY 2020-21, wherein prospective students on clicking the advertisement will be straightaway directed to landing page. The prospective students are than contacted through email and telephone.

- Collaborate with consultants having contacts/offices in foreign countries are taken up in current session i.e. 2021-22. They will facilitate in bringing foreign students in our University.

5. To facilitate foreign students in all matters to help them adapt to a new culture environment and make the stay in India comfortable and enriching.

In order to provide comfortable environment to the foreign students in the university, the following steps have been taken in AY 2020-21 and 2021-22.

- The furnished hostel facility for the foreign students in new building is ready for comfortable stay from AY 2021-22.
- A bridge course in coordination with Department of Literature & Languages has started from AY 2021-22.
- To familiarise foreign students with Indian culture and ethos through participation with fellow Indian students in cultural and allied activities will be taken up from AY 2021-22.

6. To act as liaisoning body between foreign students and sponsoring agencies/ foreign embassies.

The cell is acting as liaisoning body between foreign students and sponsoring agency such as Indian Council of Cultural Relation from AY 2021-22. All the correspondence to foreign students is taking place through national portal named A2A. The same will also be serviced in future also.

7. To act as single point of contact between foreign students and FRRO.

The cell has already established contact with various FRRO for verification of foreign applicants for the admission in the university for AY 2021-22 and this task has to be taken up in future too.

8. To address the grievances of foreign students.

The cell aims to constitute the e-grievances portal dedicatedly for foreign students in AY 2022-23.

9. To collaborate with international universities for academic and research purposes.

The cell has established a total of four MoUs with foreign institutions under different scopes such as research. Student/faculties exchange, progression arrangement etc. Our foreign partners are:

- Arul Valcau University of Arad (MoU established in November, 2019)
- Mazindaran Institute of Babool, IRAN (MoU established in January, 2020)
- University of North Texas, U.S.A (MoU established in August, 2020)
- UiT The Arctic University of Norway, Norway (MoU established in August, 2021)

Besides, the cell is also in communication with University of London for starting a twining program in B.Sc. in Computer Science. The communication was initiated in 2020 and will target to close asap. The cell is also in communication with German universities for progression arrangements in higher education for our university students, Many more collaboration beneficials for our students and faculties are aim of call in future also.

10. Knowledge Transfer and Knowledge Enrichment Programs

Since the inception of the cell in September 2019, the cell is inviting the foreign delegates to the university in offline/ online mode. Many knowledges transfer/ enrichment lecture have been conducted for all courses running in the university. The same practice will be continued in coming years i.e. 2022-25.