



Aliah University

(Under the department of Minority Affairs and Madrasah Education, Govt. of West Bengal)
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Key Indicator - 7.3 Institutional Distinctiveness

7.3.1. Portray the performance of the Institution in one area distinctive to its priority and thrust within 1000 words

Attached below is the qualitative description in prescribed format.


02/05/24
Registrar (Officiating)
Aliah University
New Town, Kolkata-700160

Aliah University

7.3.1 Portray the performance of the Institution in one area distinctive to its priority and thrust

The institutional distinctiveness of Aliah University embarks upon its Vision to emerge as a Centre of Excellence in research and academics, entrenched in wisdom, culture and values, that would contribute to the holistic development of the society. The strategic intent of the University is reflected in its Mission statement, whereby, it emphasizes on producing human resource with preemptive capabilities and value-based alignments who can contribute to the holistic development of the society. This distinctive mission of the University has been supported with academic and administrative initiatives.

The focus on interdisciplinary studies and adoption of advanced technology-based teaching-learning process is reflective of and in-synch with the new National Education Policy which intends to produce manpower with multi-level skills and competency. The University has taken steps to ensure successful implementation of focal areas, such as, adoption and dissemination of CBCS course curricula, deciding on, framing and strategizing the implementation of NEP following the central guidelines from May-June 2024. creating conducive infrastructural ecosystem and seamlessly integrating functional areas through Enterprise Resource Planning. It has periodically reviewed the pedagogical systems and adopted the appropriate one to foster a learner-centric environment to ensure authentic learning. The University offers programmes in Engineering, Management and Journalism and Mass Communication which has a distinctive feature of Industry-Lecture sessions and Industry-Visits to enable the students to correlate the theory with its immediate applications and to have deeper insights into the industry dynamics. The BSc programme in Nursing goes beyond the classroom routine & internship engagements and connects with the community stakeholders with pertinent health-related campaigns and programmes. The departments of English, Bengali, Journalism & Mass Communication and Nursing have also baptised the outreach programmes which touched upon pertinent social issues and cultural practices. These initiatives are distinctive of societal and industry inclusivity that reinforces the University, Vision, Mission and Objectives. The institutional preparedness is

reflected in its prompt migration from the physical platform to the virtual one during the pandemic times which enabled academic and research transactions by following the mandates of University Grants Commission and other statutory bodies.

The emerging attributes and demands of Industry 4.0 and the associated ambiguity, volatility, uncertainty and complexity must be addressed by a new breed of human resources with augmented skill-sets and psycho-somatic grooming. Cross-disciplinary dialogues have replaced the mono-dimensional studies as those stereotyped models narrow down the scope of transdisciplinary skill development and knowledge formation. The new world of digital marvel and globalised economy require multi-skilled and multi-epistemic approaches to acquire latest knowhows in every field. Aliah University has successfully merged its academic imperatives with human-resource development initiatives. The Training and Placement Cell of the University is the hub of a plethora of activities leading to soft-skill development, pre-placement training, internship engagements and final placements. With more than 500 internship engagements and close to 400 successful final placements, the Training and Placement Cell of Aliah University is a distinctive functional process that strategically fits into the value-chain of the University. Further, the University has also taken initiative to roll-out industry-focused Value-added-courses (VACs) to allow its own students to boost up their technical know-how and, at the same time, to reach out to the broader section of the learners in the society who are unable to pursue regular courses due to financial obligations and other resource constraints.

To strengthen its industry interactivity the University has set up its own Institute's Innovation Council (IIC) which explores opportunities of industry collaboration, consultancies, training programmes, executive development programmes (EDPs), management development programmes (MDPs) etc. The initiative is focused on revenue generation with an objective to create a corpus for further developments. The Management department of the University has already offered consultancy services for clients, namely, Govt. of West Bengal, New Town Kolkata Development Authority (NKDA) etc., and, has also conducted training programme in adopting Quality Assurance parameters in higher education to the teaching and administrative members of The University of Mataram, Indonesia.

Aliah University has also realized that the world around the academic bodies and institutions is rapidly changing. As a Higher Educational Institute (HEI) it can no longer pursue a strategy to

produce job-seekers only. The twin-notion of Entrepreneurship and Innovation are evolving fast and has been catalysed by the technological breakthrough. Aliah University has acknowledged this transition and created the Institution Innovation Council (IIC) in line with the recommendation of Ministry of Education, Govt. of India. In doing so, the University has adopted the National Innovation and Start-up Policy (NISIP) and has appointed a Professor as the Coordinator of NISP. The IIC has started its function and various members of the faculty has successfully completed the certification for Innovation Ambassador. The University already offers courses on Entrepreneurship Development, Project Appraisal and Analysis, Marketing, Financial Management etc. through its Management programme and it is now witnessing that Entrepreneurship Development has been widely accepted by the students of other discipline as an Open Elective course. The University has conducted a number of programmes in collaboration with the MSME and has organised and participated in various competitive events with prototypes and business-plans being developed by the students. The University has already produced 5 first-generation entrepreneurs. The effort to promote entrepreneurship and innovation, in a structural manner, is a distinctive feature of the University and in line with its mission to groom manpower who can contribute in creating new jobs with critical thinking, collaborations and creativity. The University's constant endeavour in churning dynamic human resource with a humane face has been well supported by its infrastructure and policies.

Sl No	Description	Link
1	JMC programs	https://aliah.ac.in/upload/media/01-05-24_1714568331.pdf https://aliah.ac.in/upload/media/01-05-24_1714568386.pdf https://aliah.ac.in/upload/media/01-05-24_1714568451.pdf https://aliah.ac.in/upload/media/01-05-24_1714576828.pdf
2	Nursing Programs	Medical camp on World Health Day 2019, Street Play on HIV AIDS awareness https://aliah.ac.in/department/gallery.php?key=nursing&page_key=gallery&cat_key=8

		https://aliah.ac.in/department/gallery.php?key=nursing&page_key=gallery&cat_key=8
3	MBA Programs	<p>Research Colloquium Series:</p> <p>https://aliah.ac.in/upload/media/02-09-20_1599066452.pdf</p> <p>https://aliah.ac.in/upload/media/02-09-20_1599066507.pdf</p> <p>https://aliah.ac.in/upload/media/08-01-21_1610077926.pdf</p> <p>https://aliah.ac.in/upload/media/08-01-21_1610078702.pdf</p> <p>https://aliah.ac.in/upload/media/08-01-21_1610078911.pdf</p> <p>https://aliah.ac.in/upload/media/08-01-21_1610079021.pdf</p> <p>https://aliah.ac.in/upload/media/08-01-21_1610079128.pdf</p>
4	Institution Innovation Council	<p>https://aliah.ac.in/upload/media/31-07-21_1627705017.pdf</p> <p>https://aliah.ac.in/upload/media/31-07-21_1627705091.pdf</p> <p>https://aliah.ac.in/upload/media/31-07-21_1627705140.pdf</p> <p>https://aliah.ac.in/upload/media/21-04-24_1713713502.jpeg</p>