



PROFILE OF SRINIVAS UNIVERSITY, MANGALORE, INDIA

Srinivas University, a non-profit Private Research & Skill focussed University established by A. Shama Rao Foundation, Mangalore in the year 2013. Srinivas University is an extension of Srinivas Group of Colleges which were started in the year 1988 under the aegis of A. Shama Rao Foundation, Mangalore, which is a Charitable Trust established in 1988 itself under the guidance of a noted industrialist and senior Chartered Accountant Sri CA. A. Raghavendra Rao, who is serving as Founder President of the Trust and the present Founder Chancellor of Srinivas University.

Srinivas Group of Colleges started in 1988 has strived incessantly for imparting quality professional education in the fields of Hotel Management, Physiotherapy, Business Management, Computer Science & Applications, Social Work, Education, Nursing Sciences, Pharmacy, Engineering & Technology, Architecture, Medicine, Allied health sciences and Dental sciences through 18 Colleges/institutions during last 30 years with recognition from AICTE, NCTE, NCI, MCI, DCI, PCI, COA as well as NAAC – A Grade.

The infrastructure, faculty and research-oriented teaching-learning processes are in synchronized to develop the student's capability and confidence to the future pursuits of life. The unwavering commitment to the quality education in Srinivas Group of Colleges facilitated easy evolution of **SRINIVAS UNIVERSITY** in Karnataka State which is first private university established in Dakshina Kannada District. Government of Karnataka published **SRINIVAS UNIVERSITY ACT-2013** of Karnataka Act 42 of 2013 (which received the assent of the Governor on the 22nd of March 2013 and first published in the Karnataka Gazette Extraordinary on 25th of March 2013) under clause (3) of article 348 of the constitution

of India in the Karnataka Gazette for general information on Thursday, May 15, 2013.

The University operation commenced from 15th May 2015 and the Sponsoring body integrated the then some of existing institutions namely Srinivas College of Hotel Management (1988), Srinivas College of Physiotherapy (1993), Srinivas Institute of Management Studies (1999), Srinivas Institute of Social Work (2001), Srinivas First Grade College (2001), Srinivas College of Education (2003), Srinivas School of Engineering (2008), Srinivas School of Business (2008), Srinivas School of Management (2008), with Srinivas University as constituent colleges/departments which include: College of Management & Commerce, College of Computer & Information Sciences, College of Social Sciences & Humanities, College of Engineering & Technology, College of Hotel Management & Tourism, College of Physiotherapy, College of Aviation Studies, College of Nursing Sciences, College of Education, and College of Allied Health Sciences offering innovative industry oriented specialized courses at UG, PG, and Research levels. The university is also a member of **Association of Indian Universities (AIU)**, since 2016 so that the degrees offered by the University are acceptable for higher education admissions and for earning government, public sector and private sector jobs all over the world. The university is also recognized by **Karnataka Higher Education Council (KHEC)**,

With the vision to be a trendsetter among universities and build students who emerge as leaders with competence, conscience and compassion by empowering them with sound education and high standards of ethical and professional behaviour enabling them to build and promote a more humane, just and sustainable world for future generations. – **Creating Innovators** and with the mission to provide an exceptional learning environment where students can develop and enhance their leadership and teamwork skills, creative and intellectual powers and passion for learning by providing an uncompromising standard of excellence in teaching; embodying the spirit of excellence to educate the citizen-leaders of society with distinction. – **Hard work through winning**

Strategy, the University is committed to provide ten **Core Values** to be inculcated among all stakeholders which include: *Team Work, Respect, Responsibility, Ethics, Etiquette, Social Service, Communication, Character & Competency, Techno-savvy & Scientific Thinking*, and *Quest for Excellence*.

The main campus of the university is located at Srinivas Campus, Srinivas Nagar, Mukka, Surathkal, of where our Srinivas Integrated Campus existed and it is **spread over an area of 45 Acres** that is highly conducive to learning. It is a green campus located adjacent to National Highway 66 (connecting Mumbai & Kanyakumari), after National Institute of Technology, Karnataka (NITK) providing numerous location-based advantages like International Airport, Konkan Railway connection, NMPT Port.

Srinivas University has developed an innovative service model in higher education called STAR model with four ingredients : (1) **Students** : Focus on Values, Knowledge, Skills, Experience, & Innovations, (2) **Teachers** : Focus on updating the knowledge, (3) **Academics and Governance** : Focus on Excellence in Education Service, and (4) **Research and Extension**: New Knowledge creation through Research Focus.

Being a research focused, Srinivas University distinguishes itself from other universities by offering **Research Focused Model** both in UG and PG programmes. This include : (1) Research oriented curriculum to UG & PG courses, (2) Research Projects for the students in each semester, (3) University Peer Reviewed Research Journals, (4) Encouragement & compulsion for UG & PG Students for Research Papers/Case studies publication along with faculty members, (5) Research Centres under each College with fixed target for research & Publications, (6) Minimum four conferences in every College of University Annually, and (7) Faculty Incentives based on attracting project funding, journal Paper Publications, and patents. The University has constituted five interdisciplinary Research Centres including (1) Centre for Research in Nanotechnology & Bio-nanotechnology, (2) Centre for Solar Cold Chain Research, (3) Centre for Advanced Research in ICCT, (4) Centre for Research in

Business Strategy, (5) Centre for Innovations in Higher Education Models & Strategies, 250 Atomic Research Centres, and has collaboration with 50 Institutions for cutting edge research Activities. The university has four International peer reviewed indexed Journals and organizes about 25 National and International conferences every year. Being a pioneer in research & scholarly publication, Srinivas university published about 800 research publications in last 3 years and its Researches are reached top Ranking in Elsevier's SSRN (USA) World Ranking.

Presently, Srinivas University offers undergraduate, postgraduate, and research courses under 19 Faculties/Colleges with about 120 courses. The University made innovations in designing and starting new super specialty programmes both in UG, and PG level as per present and future industry relevance, innovations in examination system through a focus on continuous evaluation and to make it foolproof. The University has established networking with many industries, universities, and Education service providers to substantially improve the quality and weightage of the courses and degrees respectively. Presently Srinivas University has Eight Colleges offering innovative industry oriented specialized courses of UG, PG, and Research levels. Srinivas University is presently offering 70 undergraduate programmes leading to B.Tech., B. Des., B.Sc., BHM, BBA, B.Com., BCA, B.Ed. BPT, and 50 postgraduate programmes leading to M.Tech., M.Des., M.Sc., MBA, M.Com., MCA, MSW, MPT, through its academic Colleges. SU has more than 5,000 students in its rolls in various programmes. More than 250 students have enrolled for the Doctoral programme offered by various departments leading to Ph.D., D.P.T., D.Litt., and D.Sc. degree awards. The University has created many research centres to facilitate multi-disciplinary research.

The Srinivas University has created separate section for Research & Innovation, Technology-Business Incubator, and Entrepreneur Development Cell in its Colleges to enhance independent thinking & employability of its students and to support the start-ups with expected funding from the Union Ministry of Small &

Medium Enterprises, and the Department of IT, BT, and ST. Srinivas University encourages its students to take part in International competitions, debates, sports, and other cultural events. Srinivas University is also a recognized BOSCH CSR Skill Development Centre to offer various employability skill training with assured job.

With the slogan of “Your Career our Mission” Srinivas University is educating the next generation by investing its efforts to “Create Innovators to Serve the Society”. Equipped with state-of-the-art laboratory facilities, libraries, resource centres, and having implemented, proven, global academic educational practices, Srinivas University has set itself out to become a premier, Innovative, top Research University in international stature in the near future.

SU Preparation & Initiatives for NEP-2020 :

Srinivas University is pioneer in understanding and implementing National Education Policy 2020 and decided to complete its implementation by the year 2025. Some of the decisions taken in this line include:

- (1) Being a Private Research University, Srinivas University is poised to take-off as Research-Intensive University.**
- (2) All faculty members with more than two years experience are compulsorily made to registered for Ph.D. programmes. By 2025, all faculty members will complete their Ph.D.**
- (3) Target based faculty Cadres, Performance based Incentives Component in the Salary. Special promotion & encouragement for Super researchers.**
- (4) University is decided to Fund at least 5 selected Research projects in each College with a seed money of Rs. 1,00,000 per project leading to total internal research funding of up to Rs. 50,00,000.**
- (5) Annual Performance Indicator (API/APSC) is calculated based on two components (i) Academic Performance Component and (ii) Admission Performance Components.**
- (6) Hon. Chancellor of Srinivas University has already announced One free-ship with 100% Course Fee waiver for all years of all the UG, PG, and Ph.D. programmes. Further he has also announced 50% Course fee waiver for five eligible students who scored more than 90% marks in each Course. This leads to about 500 University scholarships.**
- (7) Srinivas University has about 260 Research Scholars registered for Ph.D. and about 20 Post-Doctoral Research Scholars doing collaborative research with our faculty members.**
- (8) SU has developed a unique academic teaching-training model leading Honours degree called Srinivas Integrated Student Development Model with focus on Entrepreneurability and Employability of the graduates. This Honours degree model comprises (i) more subjects (ii) more credits per semester, (iii) STEAM focus on**

curriculum, (iv) Two Employability Skill Enhancement Programmes per Semester, (v) Student Centric Examination System, (vi) Teamwork based projects in every semester, (vii) Compulsory IPR training in fourth Semester to create awareness about Copyright and Patent, (viii) Training students on Patent Analysis in their specialized subject, (ix) Compulsory project work, (x) One full semester Internship in industry along with a research based Patent application filing / Copyright filing based in Journal publication.

(9) SU planned to organize about 20 National Conferences and 5 International Conferences/ Webinars every year. The papers presented in these Conferences will be reviewed and published in the form of Conference Proceedings with ISBN number.

(10) SU has initiated the publication of Four International peer reviewed & Indexed Journals in 2015 covering all areas of Science & Technology. These Journals have ISSN and published as open access model without any article submission and processing charges by following Ideal Publication model to retain the Copyright with authors. The authors who publish their papers are eligible to apply for copyright to Copyright Office, Govt. of India.

(11) Planned to start Online Distance Education Programme after NAAC Accreditation to help and realize the 4th goal of the United Nation's Sustainable Development Goal (SDG) by 2030.

(12) Internationalization of Higher Education : Srinivas University has signed MOU with many International agencies and Universities in other Countries to admit foreign students to UG, PG, and Research Courses as well as to provide scholarships/free-ships for our graduates and postgraduates in European countries for advanced studies.

(13) Srinivas University signed an MOU with SBI, India for sanctioning spot Education Loan in the Campus for the student aspirants belonging to Socially and Economically Disadvantaged Groups.

(14) Srinivas University has adopted 5 nearby villages under Unnath Bharath Program & adopted 10 Government Schools located in these villages.

(15) Teacher Education : Integrated B.Sc. B.Ed., Two years B.Ed. and One year B.Ed. will start from next Academic Year.

(16) Engineering Education : Srinivas University is prepared to offer B. Tech (Hons) in Emerging Technology areas of 21st Century. This include :

- (1) B.Tech. (Hons) in Robotics, Artificial Intelligence & Machine Learning,
- (2) B.Tech.(Hons) in Artificial Intelligence & Virtual Reality,
- (3) B.Tech. (Hons) in IoT, Robotics, & Artificial Intelligence,
- (4) B.Tech.(Hons) in Nanotechnology,
- (5) B.Tech. (Hons) in Cyber Security & Cyber Forensics,
- (6) B.Tech. (Hons) in Blockchain Technology & Distributed Computing,
- (7) B.Tech. (Hons) in Cloud Technology & Information Security,
- (8) B.Tech. (Hons) in Data Science,
- (9) B.Tech.(Hons) in Aircraft Maintenance Engineering,
- (10) B.Tech. (Hons) in Mechanical Engineering,
- (11) B.Tech. (Hons) in Civil Engineering,
- (12) B.Tech. (Hons) in Computer Science & Engineering,
- (13) B.Tech. (Hons) in Electronics & Communications Engineering,

(17) Other Professional Education: Hotel Management & Tourism, Physiotherapy, Nursing Sciences, Allied Health Sciences using 600 Bedded Srinivas General Hospital in adjacent Campus.

(18) Ph.D. Course work will include Exposure to pedagogical practices, designing curriculum, credible evaluation systems, communication, and so on will be ensured since many research scholars will go on to become faculty or public representatives/communicators of their chosen disciplines. Full time Ph.D students are offered a minimum number of hours of actual teaching experience with teaching & Lab assistantships.

(19) (a) All faculties compulsory have to register for Ph.D. (b) All faculty members have to compulsorily complete two ARPIT FDP programmes in their subject area every year for update their knowledge. (c) All faculty members have to publish minimum two scholarly papers in Journals or two patents every year. (d) All colleges of SU should conduct at least two Conferences every year with Abstract book and edited Proceedings book with ISBN. (e) All faculty members and Research scholars should develop a concept of Atomic Research centre as Co-ordinator. (f) Encouragement as Post-Doctoral Researchers with minimum two published papers per year.

(20) Focus on developing six infrastructures to become World-Class University :

(1) To create good, attractive, state-of-the-art **physical infrastructure** with facilities required for effective and experimental learning through well-equipped labs, library with adequate digital resources, sports & games, nutritious food, clean drinking water, modern transportation facility, and neat & clean hostels. Aesthetic building and green campus attract youths to higher education.

(2) To develop and procure state-of-the-art **digital infrastructure** for providing effective information at the right time.

(3) To develop institutional academic model called integrated student development model as **innovative academic infrastructure** has to be developed to show the uniqueness of the university/Institution in serving the students.

(4) Identifying, appointing, and nurturing research-oriented innovators, even at higher cost by offering additional incentives is beneficial to the institution to create **intellectual property rights (IPR) infrastructure** in form of copyrights and patents. Such IPR in the university or institutional name allows technology transfer to the industries.

(5) By means of creating a student friendly and faculty supportive environment in the university campus by identifying and solving their problems and providing comfortable facilities to them, the university can create belongingness of all stakeholders with the university. Such belongingness and secured environment in the campus creates emotional infrastructure for higher educational institution. By providing optimum learning environment and student support activities, universities can **enhance emotional infrastructure** asset from parents, alumni, industries, and public's perception.

(6) By having collaboration with many industries and creating the curriculum as per industry requirements, the university/institution provide an opportunity of paid internship to its students from relevant industries. Such **industry-networked infrastructure** creates complete learning model enhances the confidence among students and produces innovative graduates who are employable and entrepreneurial.

(21) Transparent & Affordable Fee Structure for all the programmes under 9 colleges and displaying it in University Website.

(22) Srinivas University focus on inculcating 12 identified Core Values to its Stakeholders.

This include :

- (1) Team Work - Integrate all stakeholders into a team and foster a culture of unity for common good.
- (2) Respect - Uphold dignity of human beings as means and end of change and create harmony with growth.
- (3) Responsibility - Increased understanding of ones own place and contributing to enhance performance.
- (4) Ethics - Tacit concerned for rights vis-à-vis obligations in discharging duties diligently.
- (5) Etiquette - Adopt acceptable ways of putting oneself before others in actions and ideas irrespective of differences.
- (6) Social Service - Concern for fellowmen in need and distress, conveyed through spirit of selfless sacrifice.
- (7) Character, Competency & Confidence - Demonstrating integrity, while at the same time maintaining utmost capability and strength.
- (8) Techno-savvy & Scientific Thinking - Exploring new, developing curiosity to know and logical reasoning that fits in with the spirit of questioning.
- (9) Quest for Excellence - Excellence is nothing less than state of perfection and deserves unrelenting pursuit.
- (10) Continuous Improvement - The assumption that change can be brought about through improvement and improvement is a continuous process of modifying ones own performance.
- (11) Promotion of Open Systems - The University promotes usage of open-source software in it's campus & open access scholarly Research Publications.
- (12) Life-long Learning – to remove obsolesce in knowledge, skills, & wisdom.

(23) Student Centred Teaching – Learning Model with emphasis in developing Knowledge, Skills, Experience, Discipline, leading to Confidence & Competency.

(24) Faculty Focussed Research & development activities by adding PG & UG students in every Research Group.

(25) Digital Library: Srinivas University is converting its physical books collections to digital format. This allows to share the books to students in PDF format. All students are also registered as member of National Digital Library. Srinivas University is also a member of Infilbnet to share digital resources to the students of UG, PG, and research programmes.

(26) All faculty members, Ph.D. research scholars, and Post-doctoral Research Fellows are compulsorily have to register in Google Scholar, Research Gate, SSRN, Academia & Vidwan, and should have compulsory ORCID iD.

(27) Utilization of retired professors as Research Professors : Utilization of retired professors as research guides by giving honorary monthly salary until they maintain good health to do so irrespective of their age. This is in addition to monthly pension the government is offering to them. This strategy solves the scarcity of research guides for Ph.D. programmes and helps to fulfil the demand for Ph.D. seats in the country.

(28) Earn while Learn concept for the students to decrease the dependency of students in their parents and Learn More – Earn More for attracting the students for higher education.

(29) Role-Models & Accountability: Srinivas university has developed and encouraged unique role-models to its faculty members and shown that exceptional research performance is possible and also implementing Accountability both in positive manner for achievers and negatively for losers.

(30) Compulsory Copyright of Journal Publication and Patents of Engineering Projects.

(31) Use of Open Systems : All industries in the World are moving towards Open access software usage for information processing and Open Access Publication of research outputs.

(32) Collaboration with Industries for Skill Training : Srinivas University is signed an MOU with Bosch under their CSR program to set up a BRIDGE Centre for Skill Training for interested youths in this region of the state.

(33) Srinivas University has started an Annual Job Fair from last year in Collaboration with SBI, YMCA, and many organizations to connect companies of different industries to job aspirants.

(34) Dual degree programmes will be encouraged to acquire multiple skills may be one in a professional area and another in arts or language using online mode of education as ideal education model.

(35) In order to encourage life-long learning & research, the higher education council should promote post-doctoral certificate programmes and post-doctoral degree programmes leading to D.Sc., D.Litt., etc. in all research focussed universities. This will redefine the research targets of Ph.D. graduates and accelerate their research contribution to next higher level through collaborative research and eliminates saturation in research publications.

(36) Srinivas University Pay Scale is strictly performance based and contains incentives for research publications and Annual Performance Score of individuals.

The details of Srinivas University including its permissions, Officials, Colleges/Departments, Various UG, PG, and Research Courses and their details etc. are available in its website : www.srinivasuniversity.edu.in
