



REVA UNIVERSITY

Bengaluru, India



4th REVA SUMMIT

20TH SEPTEMBER 2018

Rukmini Educational
Charitable Trust

THEME:
Innovate, Enterprise & Socialise



REVA
UNIVERSITY

Bengaluru, India

Report of the
FOURTH REVA SUMMIT - 2018

held on 20th September, 2018

Rukmini Educational
Charitable Trust

Rukmini Knowledge Park
Kattigenahalli, Yelahanka, Bengaluru - 560 064
www.reva.edu.in

List of Participants

Dr. P. Shyama Raju

Dr. S.Y. Kulkarni
 Dr. M. Dhanamjaya
 Dr. N Ramesh
 Dr. B.P Divakar
 Dr. P Ramachandra
 Mr. M Vasu

Chancellor

Vice - Chancellor
 Registrar
 Dean, Training, Placement & Planning
 Dean, Research & Innovation Council
 Registrar (Evaluation)
 DGM - Finance

School Directors

Dr. Sunil Kumar S Manvi
 Dr. Rajashekar Biradar
 Dr. Ramalinga Reddy
 Dr. Beena.G

Director – Computing & Information Technology
 Director – Electronics & Communication Engineering
 Director – Civil Engineering
 Associate Dean - Arts & Humanities &
 Performing Arts

Dr. Shubha
 Dr. Rajashekar P Mandi
 Dr Narayana Swamy
 Dr. Vimala Swamy
 Dr. Payel Dutta Chowdhury
 Dr. Kalicharan M.L
 Dr. Senthil
 Dr. Vasanth Kiran
 Dr. Vishwanath
 Col. Nataraj Kuppasad
 Dr Vidya Shankar Shetty
 Mr. Nissar Ahmed
 Ms. Deepa R M

Director - Commerce & Management Studies
 Director – Electrical & Electronics Engineering
 Director - Mechanical Engineering
 Director- Architecture
 Director - Arts & Humanities
 Director - Legal Studies
 Director - Computer Science & Applications
 Director - Performing Arts
 Principal - RIMS, Ganganagar
 Director, Administration
 Director - International Relations & Public Relations
 Manager – Human Relations
 Sr. Manager – Marketing & Branding

Dr.Kiran Kumari Patil

Director – University Industry Interaction and Skill
 Development Center

Dr. Shinbu Abhi

Director – REVA Academy for Corporate Excellence

Report of the FOURTH REVA SUMMIT - 2018

Venue: Hotel Grand Crown, Kandy, Sri Lanka



Dr. P. Shyama Raju
Chancellor

Theme: Innovate, Enterprise and Socialise

Preamble:

Ever since the First REVA Summit held on 30th October 2015, which was a one day brain storming session of all the School Directors and Officers, the Summit has become a regular practice and part of the Annual REVA Calendar of Events. Further, the decisions arrived at the Summit became the directives to all the Schools of Studies, Units of Administration and Support Services of the University to move on in the lines of the decisions taken and implement them in full spirit. Reviewing the progress of implementation of these decisions taken at the Summit and setting new benchmarks to progress further has become a regular practice and has been the focus.

REVA Summit - IV

The Idea of Hon'ble Chancellor taking all the Senior officers and various School Directors outside the country and to have a one day brain storming session on certain issues of concern for the development of the University got crystallized in "Summit IV" which was held on the 20th of September, 2018 at Hotel Grand Crown, Kandy, Sri Lanka. The theme of the Summit IV for the year 2018-19 was **Innovate, Enterprise and Socialise**.

Accordingly, the preparations for the Summit began in the first week of August, 2018 with the progress being reviewed by the Vice-Chancellor every week. The following five thrust areas were considered in REVA Summit IV and these remained the primary areas to prepare for the REVA Summit too.

- a) Admission Marketing and Branding
- b) Academic and Examination Reforms
- c) Research and Innovation
- d) Training and Placement
- e) Finance (Revenue & Expenditure)
- f) HR Reforms
- g) Administration
- h) IQAC

The Beginning:

The venue for REVA Summit IV on the 20th September 2018 at 9.00 AM was Hotel Grand Crown, Kandy, Sri Lanka. The Summit began with the playing of the REVA Anthem followed by Welcome Address by the Vice-Chancellor Prof. S Y Kulkarni. The Vice-Chancellor welcomed the Hon'ble Chancellor and also thanked him for conducting this Summit outside India and in Kandy, on picturesque, scenic and beautiful city of Sri Lanka. He also requested him to preside over the Summit and conduct the proceedings as finalised in the Agenda for the Summit. The Vice-Chancellor also welcomed all the Directors of Schools and other members of the REVA Team and briefed them about the agenda to be discussed and deliberated during the Summit. Further, he requested Hon'ble Chancellor to address the REVA Team and set the context for the Summit.

Hon'ble Chancellor greeted everybody with a merry note, acknowledging the hard work done by the team and with a note to the School Directors that they have to take greater responsibility as leaders of the respective Schools. The leaders he said, must have a lot of balancing qualities. They should treat everyone equally. To be a model to others, the Directors should be punctual, disciplined, committed and own their respective School. He also emphasized on three factors i.e. Ownership, Commitment, Involvement and Ethics of all members of REVA family. The Chancellor in his keynote address stressed on the fact that he believed in and expected his team to believe in 'quality' in all that REVA undertakes. He said that to him personally, Summit IV would be on his team stressing on 'Re-create, Re-focus, Re-structure and Re-search'. Hence, he said it was important to bring about Infra Reforms, Teacher Reforms, Learning Resources Reforms and Administrative Reforms. On Marketing, Admission and Branding, he said the focus should be on identifying the USP of each School, reworking the Branding strategy, creating a strong social presence, focus on target markets for admission, presence of Alumni in creating an alumni network and PAN India and International strengthening of REVA's presence. He emphasised on the fact that Admission team and the Placement team should work together; that REVA needs to invite Fortune 500 companies to set up Centres at REVA, synchronize placement season with hiring season of companies, focus on job-ready student skills, build REVA Enterprise; an in-house Entrepreneurs Incubation Cell.

For all Academic Directors, he stressed on accreditation of individual Schools, Ranking and NAAC accreditation which is target goal for the School and he also said that Directors must set performance indicators for their respective Schools and benchmark their Schools when it comes to Curriculum, Quality, Ranking and Branding. He added said that, each School should expand and focus on a new programme, build a PLUS program and liaise with Industry. Attracting best faculty should be the focus, the Chancellor said and also reminded the team that REVA focus should be on 'No potential student left behind'.

The Chancellor mentioned that during the last session Sameeksha in the month of July, 2018, he had stressed on how to create a Brand identity for REVA. At that point, he recollected his thoughts on creating: School as a Brand, Programme as a Brand and Faculty as a Brand. In a model School, the Chancellor recollected, it is important that price, support, quality and reputation are taken care of. While making a programme as a Brand, he emphasised on how each Director should benchmark curriculum of his/her school and identify gaps and create an unique programme. Last, the Chancellor focussed on the Directors ensuring Faculty are created as a Brand by identifying core faculty in each School, build on their competencies, give them national exposure and project them as a Brand. Only if School Directors focus on this, he reiterated that Admission and Marketing can be built on.

On Research, the Chancellor said that it is important that REVA build on new modes of Research between Schools, share our research with Society. All staff, he further added, should work towards Research in their respective fields. While addressing the HR measures, the Chancellor clearly stated that strengthening the PMS, feedback and review system is of primary focus and REVA Culture should be emphasised on without any compromise. Further, he advised all Directors to work towards self-sustenance taking into account the generation of financial resources and the expenditure on various items including developmental activities for the future growth of the University.

Followed by Hon'ble Chancellor's beginning remarks all the Directors and Heads of various Administrative and Supporting units made their presentations as per the schedule. The Vice-Chancellor clearly emphasised that any pending item which was reviewed and discussed with respective School Directors should be completed as per the committed timeline. All the presentations were followed by the observations of the Hon'ble Chancellor. At the end, Hon'ble Chancellor gave his concluding remarks and Resolutions were arrived at.

Agenda REVA Summit IV		
Sl No.	Particulars	Time
Welcome Address: Dr S Y Kulkarni, Vice-Chancellor		
1	Keynote Address Dr. Shyama Raju, Hon'ble Chancellor	9.00 AM
2	Moderator: Dr. S. Y. Kulkarni, Vice Chancellor	
Presenters		
3	School of Electronics & Communication Engineering	9.00 AM
4	School of Civil Engineering	10.00 AM
5	School of Commerce & Management	10.15 AM
	Tea Break	10.45 AM
6	School of Computer Science & Information Technology (C&IT)	11.00 AM
7	School of Computer Applications (CSA)	11.15 AM
8	School of Mechanical Engineering	11.30 AM
9	School of EEE	11.45 AM

10	School of Applied Sciences	12.00 Noon
11	Examination – Registrar (Eval)	12.30 PM
12	Research & Innovation – Dean (R&I)	12.45 PM
	Lunch	1.00 - 1.30 PM
13	Presentation – T&P	1.30 PM
14	Registrar	2.00 PM
15	Presentation – RISM – Management Program	2.15 PM
16	Presentation – RFGC (Sanjayanagar / Ganganagar)	2.30 PM
17	School of Architecture	2.45 PM
18	School of Law	3.00 PM
19	School of Arts & Humanities	3.15 PM
20	School of Performing Arts	3.30 PM
	Tea Break	3.45 - 4.15 PM
21	Presentation – General Administration	4.15 PM
22	Presentation – Marketing & Branding	4.30 PM
23	Presentation - Finance	5.00 PM
24	Resolutions and Summary of the Summit Dr. P. Shyama Raju, Hon'ble Chancellor Dr. S. Y. Kulkarni VC, REVA University	5.30 PM
25	Remarks on the Proceedings of REVA Summit IV Dr. P. Shyama Raju, Hon'ble Chancellor	6.00 PM
26	Concluding remarks Dr. Dhanamjaya, Registrar, REVA University	6.45 PM
Dinner – 7.00 PM		

The entire one full day deliberations from 9 AM to 7 PM resulted in as many 25 resolutions and 142 decisions put together. These decisions became the Road Map for the University to move on. Efforts to implement these decisions will be made followed by regular reviews of their implementation from time to time from the Vice Chancellor's office. The Resolutions and decisions along with the Action plan and the target timelines to be achieved and completed are provided hereunder.

Resolutions of REVA Summit IV:

1. All staff of REVA shall work towards achieving 100% admission and targets to be achieved with focus on filling the Intake with applications ratio (preferred is 1:3) with clear understanding of what is to be done if the preferred ratio is not achieved. The Marketing and Branding Department of the University shall strategise the Action plan and take all connected people into confidence to realize the Plan of Action. Strategies are to be planned and worked out for reaching numbers and making all programmes financially viable.
2. The Marketing and Admission policy adopted for the year 2018-19 shall continue to remain the same for 2019-20 also. However, based on the experience of last year all the processes will be set-right and strengthened further. The Marketing Team has to be split into Admission, Marketing and Branding and accountability and JD set for each team and all members of the team. Phase wise marketing planner is to be put in place and all Collaterals to be reworked and planned and kept ready much before the Admission cycle begins.
3. The fee structure for the year 2019-20 shall be drawn based on the demand-supply prevalent in the market. However, all efforts will be made to meet the projected revenue for the year 2019-20. Those parents who will pay the fee for all the years together will be given concession upto 10% and the interest component to be earned will be sent to the respective School account for School based activities.
4. The curriculum of REVA University will be highly contemporary and meet International standards. Regular review process will be put in place by involving Experts in the field to suggest modifications / incorporations timely. The industry relevance of the curriculum will be ensured and benchmarking with standard Universities from India and abroad will be carried-out periodically.
5. Focused efforts will be made to enhance the quality of Teaching-learning processes. Modern teaching aids and methodology to be adopted with all seriousness. Interactive mode of teaching with emphasis on Project Based Learning to meet the objectives of outcome-based education will be taken on priority by all Directors.
6. Most of the classrooms will be provided with digital features like WiFi, ICT learning facility, RFID enabled attendance-marking, Lecture Capturing facilities and Pedagogy employed to match latest trends in education. Schools to go for dynamic Time Table whenever classrooms are not adequate. There will be no further infrastructure addition or investment in labs and amenities till absolutely needed. Senior faculty to take up classes as well.
7. Regular review panels shall be constituted for each School to review the course files, attendance, and performance of students, LCS, LMS and ERP implementation. Structured Feedback System will be introduced to take feedback from all stake holders of the University.
8. Examination system of REVA University will be made foolproof by attending to all lacunae and all shortcomings appropriately. The standard of the question papers will be enhanced by adopting Bloom's Taxonomy. Question banks for all subjects of first year to start with will be developed by involving experts in-house and from outside RU for all Schools. Hall tickets for the examinations will be generated through ERP / Takshila automatically and centralized for all eligible students with required attendance and no fee dues.
9. All internal assessment tests (IA1, IA2 and IA3) are made mandatory for the students. However, consideration of performance will be on the best two out of three exams for the academic year 2018-19. In terms of attendance, Directors are permitted to allow students with 50% and more for IA1, 60% and more for IA2 and 75 % and more for IA3 for the academic year 2018-19 only.

10. Tablet based examination will be introduced to 1st year B.Tech and B.Arch programs from the academic year 2018-19 itself. IA1 for all these courses will be paperless. Based on the experience of implementation, this feature will be extended to all years and programmes from the next academic year.
11. The Research and Innovation activities at REVA University will be developed as a culture by involving all staff of REVA in research. Publication and patenting will be encouraged with incentives as prescribed in the REVA RESEARCH POLICY, which is already released. The set targets of publication and consultancy services shall continue for the academic year 2018-2019 also.
12. Core research group for the University will be formed by taking full time research scholars and faculty with a research bent of mind. All those faculty who have completed their Doctoral studies have to continue their research with quality publications and patenting and Senior faculty must publish at least 01 paper in a year. Paper publications and all research and consultancy related activities will be linked to Performance Appraisal of all staff.
13. Centers of Excellence shall be established in each school with the objective to encourage research. Dedicated faculty for research will be identified to mentor a group of students with the target set for quality publication and patents.
14. Collaborations with industries shall be encouraged for consultancy services and internship for the students. Industry experts will also be made part of the curriculum development and add-on courses.
15. A Corporate Advisory Board shall be constituted for the University by the Training and Placement cell and UIIC to take all necessary measures to bridge the gap and also to skill the students on industry requirements.
16. 100% placement of students, enhance the pool of eligible students, skilling the students for industry requirements like coding and training students on soft-skills to make them long term employable are made as responsibility of Training & Placement Director. All school Directors shall establish a link of cordiality with placement cell to take-up this Herculean task to make placement as the USP of RU in all future admission exercises. Admission Department to work closely with placement Department.
17. The budget to be allocated for the schools shall be worked-out based on the revenue being generated. The incremental operating cost and the future developments shall be kept into consideration while deciding the fee structure for the academic year 2019-20.
18. All the features of Digital REVA will be exercised with seamless integration of ERP, LMS and Takshila (formerly known as Logsys). The necessary REVA apps on SIS, Notifications, Attendance, Resource planning and Research will be made available by 2019. All hall tickets will be generated based on ERP attendance only and a system for this will be put in place. The website will be upgraded and the best features incorporated.
19. New programs will be introduced in B. Des, B. Tech and M. Tech programs by diversifying the intake without any increase in intake after studying marketing trends. A new program in BA at Arts & Humanities School will be started. All new programmes will be introduced without diluting the Intake set.
20. Leadership training program for all Directors and selected staff to groom Second level of leadership for REVA shall be organized.
21. REVA University shall apply for NAAC accreditation and also for NIRF ranking apart from QS rating and School wise accreditation.

22. The fee for PhD programs in Science will be reduced to 50% of the prescribed fee to encourage research in Science & Technology.
23. In order to encourage funded projects, the project investigators will be given an incentive of 10% of the project fund from the Chancellor's Research Fund. Each School to identify at least 2 industries for collaborations.
24. HR will strengthen the Performance Monitoring System to be put in place and focus will be recruit top-notch faculty. Weightage to be given for paper publications, projects, funded projects, Consultancy and such similar accomplishments.
25. Administration will focus on all required administrative resources and plans as projected, like air-conditioned buses, dining hall to be given a corporate look...ideas are invited.

Action Plans and Timelines

The deliberations of REVA summit IV on following points were further converted to actions and every action in turn has been assigned with a time-line to respective action owners and to be spearheaded by the Vice-Chancellor. The Vice-Chancellor will come up with a Plan of Action on consequences to be set for non-adhering to timelines or failure to deliver as per the timelines promised by all stakeholders.

- a) Admission Marketing and Branding
- b) Academic and Examination Reforms
- c) Research and Innovation
- d) Training and Placement
- e) Finance (Revenue & Expenditure)
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The detailed Action Plan with timelines are presented for further action. The Review Committee formed for each School by the Vice-Chancellor will review progress and implementation to ensure that all goals set are achieved by the team.

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