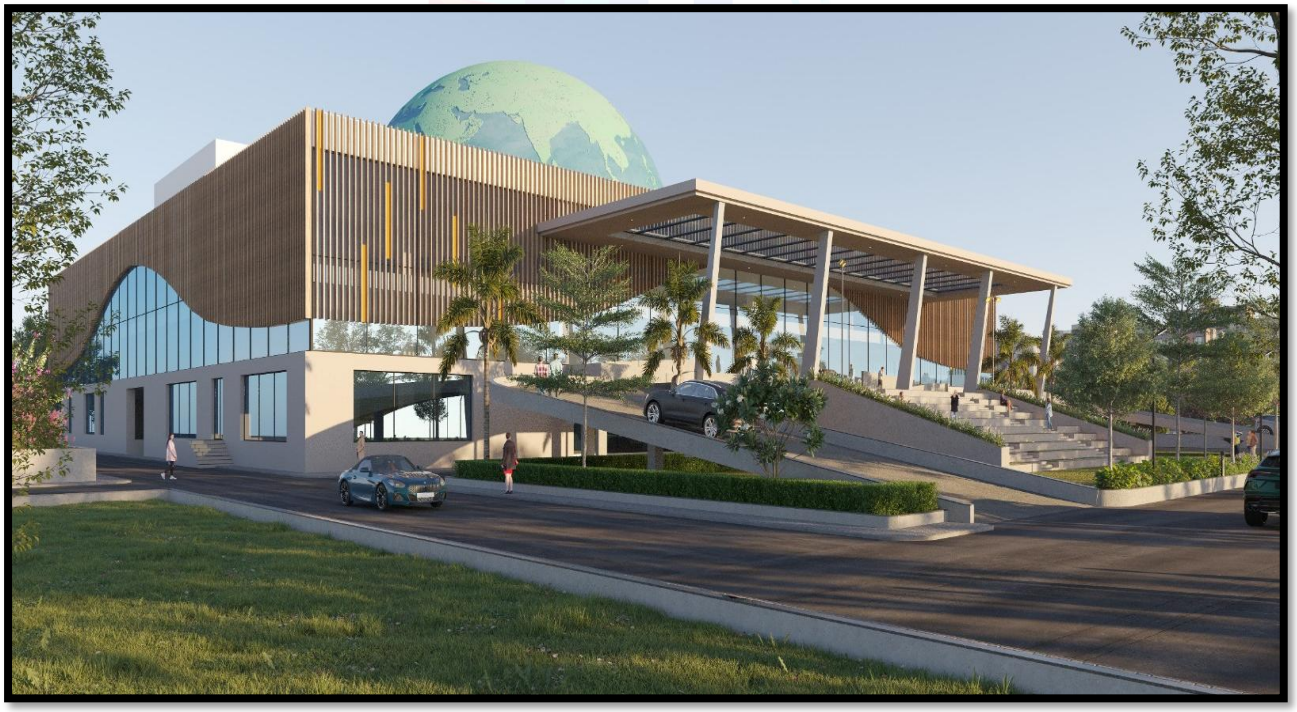
MALLA REDDY VISHWAVIDYAPEETH
(Deemed to be University)
Recognised under section 3 of The UGC Act, 1956, vide Notification No.9-4/2024-U.3(A) by
Department of Higher Education, Ministry of Education, Government of India.

INSTITUTIONAL DEVELOPMENT PLAN

VISION - 2040

Vision, Mission and Strategic Plan 2025-2040

(MRV VISION - 2040)



Ref: Extract of Vision Document **2025-2040** as approved by the Executive Council in the Meeting held on **10th February 2025.**

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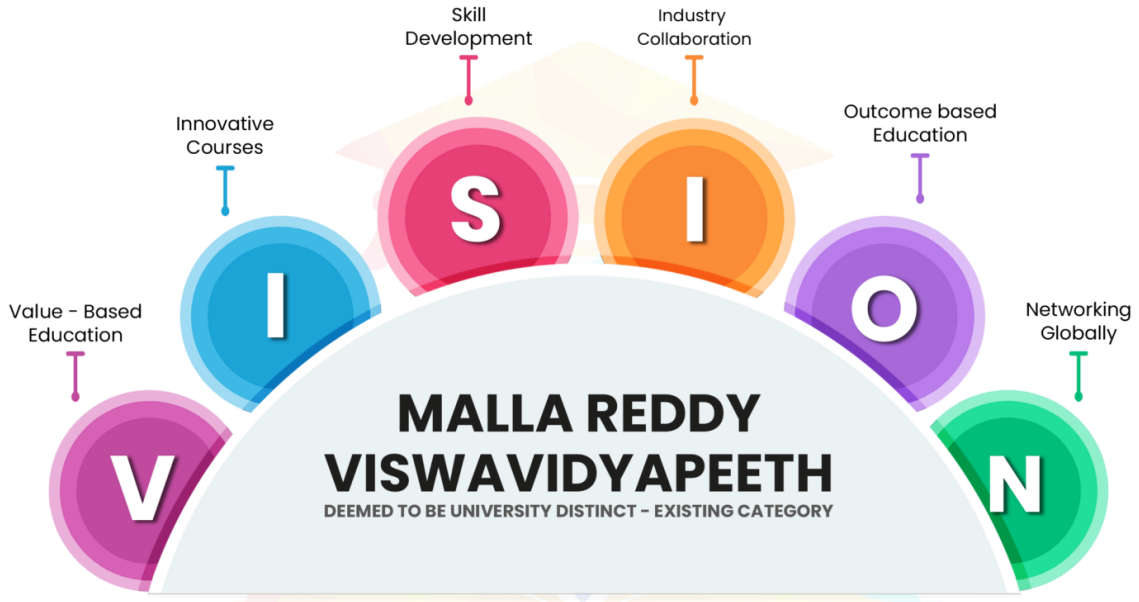
VISION

"To be The Leading Global University as Center of Excellence in Education with Unique and Flexible Curriculum, Advanced Research and Innovation for Holistic human development"



"TO BE THE LEADING GLOBAL UNIVERSITY AS CENTER OF EXCELLENCE IN EDUCATION WITH UNIQUE AND FLEXIBLE CURRICULUM, ADVANCED RESEARCH AND INNOVATION FOR HOLISTIC HUMAN DEVELOPMENT"

MISSION

E — ESTABLISH
To Establish state of the Art Facilities and recruit eminent teaching faculty to achieve academic excellence.

P — PROMOTE
To Promote advanced research, Innovation and skill development for fulfilling societal goals with futuristic approach.

I — IMPART
To Impart value-based futuristic interdisciplinary education with unique courses providing relevant and flexible with professional expertise.

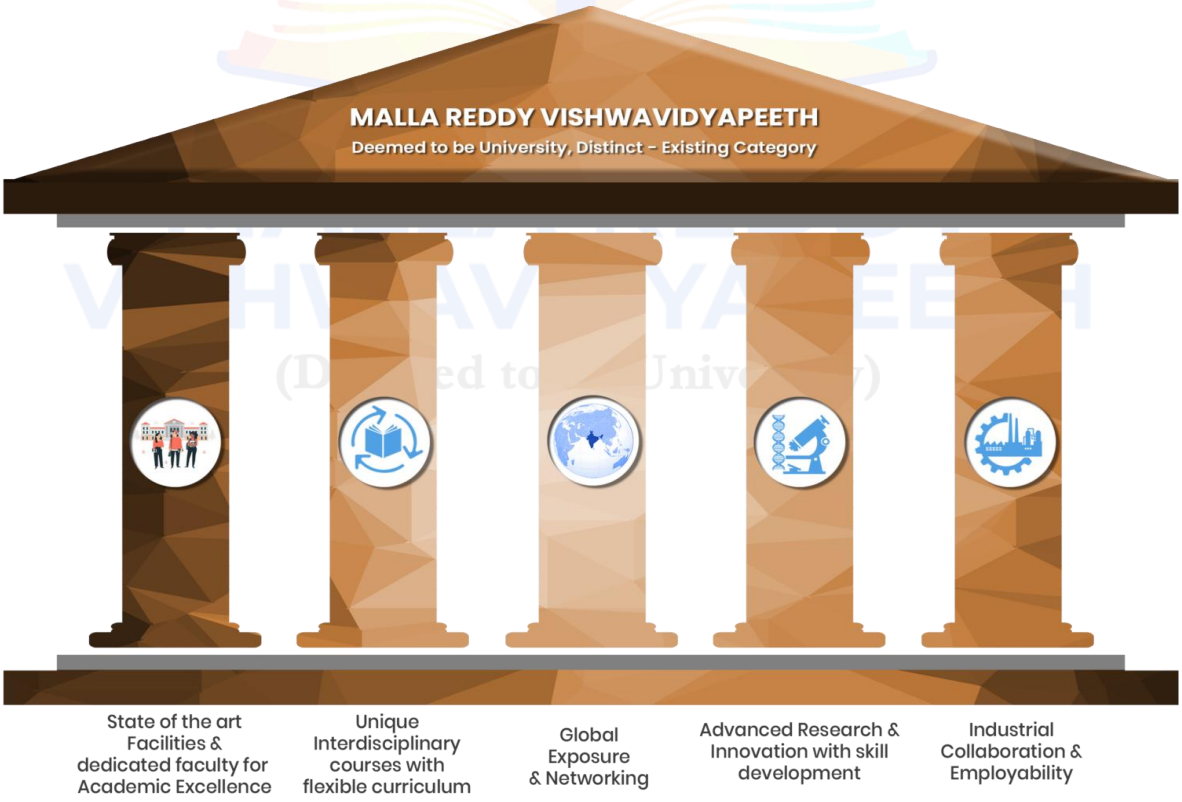
C — COLLABORATE
To Collaborate with industries for experiential learining, hands-on-training, placements and employability.

M — MOTIVATE
To Motivate students for National and International exposure for better outlook, human development and networking.

OBJECTIVES

To focus on Academic Excellence by offering cutting edge futuristic courses, promote research and development, skill development, facilitate national and international networking, industry collaboration and support infrastructure expansion for the sustainable growth of the University.

- Provide higher education leading to excellence in healthcare, science, engineering, technology, management, social sciences, arts and sports at all levels of graduation.
- Engage in inter-disciplinary, multi-disciplinary and trans-disciplinary courses and curriculum including skill development.
- Establish collaboration and networking with foreign universities for mobility, research and global exposure.
- Promote Research and Innovation in different fields of education for futuristic approach.
- Facilitate Industrial exposure for hands on training, immersive experience and internship for better employability.
- Create infrastructure commensurate with the development needs of the University and providing amenities.
- To start distinct courses which will embrace change, rapidly adapt to innovation and technology, react and respond to inflection points, remain vigilant for holistic development of learners in congenial environment and enjoy robust, exciting bright future.



I. Introduction

Overview of Malla Reddy Vishwavidyapeeth (MRV)

Malla Reddy Vishwavidyapeeth (Deemed to be University), established in 2024, is a premier multidisciplinary institution envisioned to deliver excellence in education, research, and innovation. Situated in the heart of Telangana, MRV is a synthesis of academic legacy and forward-thinking, driven by a mission to nurture transformative leaders across healthcare, engineering, and allied sciences.

MRV is the culmination of over two decades of educational leadership, integrating seven well-established and autonomous institutions under a unified framework. These institutions have individually contributed significantly to their respective fields and now collectively represent a holistic ecosystem under the umbrella of MRV, offering academic programs that align with global standards and national priorities.

Rationale for Vision 2040

As India aims to become a global knowledge superpower, higher education institutions must evolve to anticipate emerging needs and create sustainable, future-ready models. *Vision 2040* is MRV's long-term institutional development plan designed to strategically position the university as a leader in interdisciplinary education, digital transformation, translational research, and community impact.

The plan provides a roadmap that aligns MRV's developmental trajectory with national priorities such as the National Education Policy (NEP) 2020, Sustainable Development Goals (SDGs), and global benchmarks. It ensures that every decision—academic, administrative, infrastructural, and financial—is anchored in a shared vision and measurable progress.

Legacy of Constituent Institutions

MRV draws strength from its constituent institutions, each with a distinct identity and legacy:

- **Malla Reddy Institute of Medical Sciences**

- **Malla Reddy Medical College for Women**
- **Malla Reddy Institute of Dental Sciences**
- **Malla Reddy Dental College for Women**
- **Malla Reddy Technical Campus (formerly Malla Reddy College of Engineering for Women)**
- **Malla Reddy Institute of Pharmaceutical Sciences**
- **Malla Reddy College of Nursing**

These institutions have consistently demonstrated academic excellence, regulatory compliance, clinical acumen, and gender-inclusive practices, forming the foundation upon which MRV is built.

Transition to a Deemed to be University under the 'Distinct' Category

MRV's elevation to a Deemed to be University under the **'Distinct (Existing Institution)'** category is both a recognition of its academic pedigree and a strategic opportunity. This categorization by the University Grants Commission (UGC) acknowledges MRV's multidisciplinary character and its readiness to scale innovations in teaching, research, and outreach.

As a 'Distinct' Deemed University, MRV has adopted a **School-based structure** to foster thematic and interdisciplinary education. The newly formed schools represent a bold departure from conventional silos, encouraging integrated learning and collaborative research.

- **School of Medical Sciences and technology**
- **School of Dental Sciences and Technology**
- **School of Engineering Sciences and Technology**
- **School of Pharmaceutical Sciences and Technology**
- **School of Nursing Sciences and Technology**
- **School of Allied and Public Health Sciences and Technology**
- **School of Digital Health Sciences and Technology**

Strategic Importance of an Institutional Development Plan

An Institutional Development Plan (IDP) such as *Vision 2040* serves as a blueprint to harness the university's strengths while addressing current challenges and future uncertainties. This plan enables MRV to:

- Align academic priorities with national and international benchmarks
- Foster innovation in curriculum, pedagogy, and assessment
- Build an integrated research and innovation ecosystem
- Strengthen governance, quality assurance, and administrative efficiency
- Enhance social impact through community-oriented initiatives

Above all, Vision 2040 affirms MRV's long-term commitment to becoming a **globally recognized centre of excellence** that is firmly rooted in Indian values and committed to the welfare of humanity through knowledge and service.

II. Basis for Perspective Plan

The formulation of *MRV Vision 2040* is rooted in a comprehensive and evidence-based approach, drawing from both regulatory guidelines and institutional aspirations. The foundation of this Perspective Plan rests on a convergence of policy direction, internal analysis, global academic trends, and stakeholder engagement.

1. Guidelines from UGC, NEP 2020, and Global Best Practices

The Vision 2040 roadmap is developed in consonance with the mandates and recommendations of:

- **University Grants Commission (UGC)**: MRV has aligned its developmental roadmap with UGC regulations governing Deemed to be Universities under the 'Distinct' category, ensuring quality assurance, academic autonomy, research promotion, and governance reforms.
- **National Education Policy (NEP) 2020**: The Plan integrates the transformative goals of NEP 2020—particularly the emphasis on holistic and multidisciplinary education, flexibility in curriculum, academic bank of credits (ABC), National Research Foundation (NRF), and emphasis on Indian knowledge systems.
- **Global Best Practices**: International benchmarks from QS, THE Impact Rankings, and best-in-class models from universities in the US, UK, Europe, and Asia have informed strategic elements such as outcome-based education, research parks, innovation hubs, and internationalization strategies.

2. Stakeholder Consultations (Faculty, Students, Alumni, Industry)

A series of structured consultations were undertaken to incorporate diverse perspectives:

- **Faculty Feedback**: Faculty members across disciplines contributed insights on curriculum reform, research priorities, pedagogical innovations, and capacity-building needs.
- **Student Voice**: Current students participated in surveys and focus groups, expressing aspirations related to experiential learning, employability, international exposure, and entrepreneurship.

- **Alumni Engagement**: Alumni, many of whom are placed in prominent global healthcare and tech industries, offered recommendations on improving global readiness, curriculum relevance, and mentoring systems.
- **Industry Connect**: Interactions with industry partners from healthcare, pharma, IT, engineering, and diagnostics helped align the development plan with real-world skills, innovation trends, and employability benchmarks.

3. Needs Identified from Baseline Surveys and Academic Audits

Baseline institutional assessments and academic audits conducted during the transition to university status highlighted critical areas of focus:

- Need for modernization of infrastructure and digital learning systems
- Enhancement of research output and funding mobilization
- Expansion of interdisciplinary program offerings
- Greater integration of practical and skill-based learning
- Formalization of quality assurance processes

These assessments served as diagnostic tools to prioritize objectives, allocate resources, and define performance indicators.

4. Integration with Sustainable Development Goals (SDGs)

As a forward-looking university, MRV aligns its vision with the **United Nations Sustainable Development Goals**, particularly:

- **SDG 3 – Good Health and Well-being**
- **SDG 4 – Quality Education**
- **SDG 5 – Gender Equality**
- **SDG 9 – Industry, Innovation and Infrastructure**
- **SDG 17 – Partnerships for the Goals**

The institution is committed to sustainability not only in environmental practices but also in educational equity, public health outreach, and inclusive innovation.

5. Emphasis on Interdisciplinarity and Technology-Driven Education

MRV has embraced the paradigm shift toward **interdisciplinary learning** and **technology-integrated pedagogy**, as championed by both NEP 2020 and global academic movements. The formation of **seven distinct Schools** has facilitated thematic collaboration, enabling the design of futuristic programs such as:

- AI and Decision Analytics in Health
- Digital Therapeutics and Smart Devices
- Biomedical Engineering and Health Informatics
- Public Health Innovation and Epidemiology

The integration of **emerging technologies**—AI, IoT, blockchain, AR/VR in education and research—is a cornerstone of the Perspective Plan.

III. Goals and Strategies

Institutional Goals (2025–2040)

The following long-term institutional goals form the cornerstone of *MRV Vision 2040*. These targets are designed to enhance the university's academic reputation, research productivity, global engagement, and societal impact.

Strategic Goals

Goal No.	Description	Target Year
G1	**Rank among the top 100 universities in India** across NIRF and other credible national frameworks	2035
G2	**Achieve NAAC A++ Accreditation** and position in the **top percentile of NIRF rankings**	2032
G3	**Establish over 15 Centers of Excellence** in thematic and interdisciplinary domains	2030
G4	**Expand international collaborations by 100%** through MoUs, joint research, and student exchange	2035
G5	**Design and implement over 100 interdisciplinary programs** spanning health, engineering, and tech	2040

Strategic Implementation Framework

To achieve the above goals, Malla Reddy Vishwavidyapeeth has defined a set of strategic enablers and action-oriented pathways:

Institutional Strategies

Strategy Area	Strategic Initiatives
Curriculum Innovation	Adoption of **Outcome-Based Education (OBE)** models with credit flexibility, MOOCs integration, and CBCS.
Faculty Development & Exposure	Structured **Faculty Development Programs (FDPs)**, participation in global conferences, sabbaticals, and MoUs.
Digital Infrastructure Transformation	University-wide **digitization of learning spaces, research labs, administration, and data management**.
Industry & Global Partnerships	Forge **strategic MoUs** with healthcare tech companies, research bodies, foreign universities, and incubators.
Innovation & Entrepreneurship Promotion	Launch of **MRV Innovation & Startup Cell**, seed funding, mentorship, IP cell, and pre-incubation programs.

IV. Present Scenario – A Bird's Eye View

Malla Reddy Vishwavidyapeeth (Deemed to be University), though newly established in 2024, emerges from a legacy of reputed institutions. Its present academic ecosystem is robust, professionally driven, and strategically structured to meet the demands of a multidisciplinary and future-oriented university. This section provides a panoramic snapshot of MRV's current academic and infrastructural landscape.

1. Overview of Existing Schools and Infrastructure

MRV comprises **seven distinct Schools**, each developed by transitioning well-established constituent colleges into specialized, theme-driven academic units:

1. **School of Medical Sciences and Technology**
2. **School of Dental Sciences and Technology**
3. **School of Engineering Sciences and Technology**
4. **School of Pharmaceutical Sciences and Technology**
5. **School of Nursing Sciences and Technology**
6. **School of Allied and Public Health Sciences and Technology**
7. **School of Digital Health Sciences and Technology**

These Schools operate from independently equipped campuses with state-of-the-art academic blocks, clinical units, laboratories, hostels, auditoriums, and skill centers spread across a multi-acre urban landscape with modern amenities and sustainable practices.

2. Academic Programs and Student Strength

MRV currently offers over **60 undergraduate and postgraduate programs**, along with doctoral-level research opportunities in select disciplines. Programs are offered in:

- Medicine, Dental Surgery, Pharmacy, Nursing
- Biomedical Engineering, Computer Science, ECE
- Public Health, Digital Health, Allied Health Sciences

The cumulative student strength across all Schools exceeds **9,000**, representing a diverse demographic from across India and abroad. The student-centric approach focuses on academic rigor, hands-on training, and mentorship.

3. Faculty Profile and Research Output

MRV houses a qualified and experienced faculty pool of over **850 teaching staff**, including:

- Professors with doctoral degrees and clinical expertise
- Researchers with funded projects from DST, ICMR, AICTE
- Visiting faculty from industry and international universities

Research output is progressively increasing, with publications in **Scopus, Web of Science**, and **PubMed-indexed journals**. Several departments have secured intramural funding, and interdisciplinary research clusters have begun to emerge in fields such as **AI in Healthcare**, **Oral Genomics**, and **Public Health Analytics**.

4. Existing Collaborations and MoUs

MRV has already signed **20+ MoUs** with national and international institutions for:

- Student and faculty exchange programs
- Joint research and publications
- Industry internships and project-based learning
- Skill development and certification programs

Key partnerships exist with hospitals, pharma firms, IT companies, startups, and educational think tanks.

5. Administrative Setup

The university follows a **School-based decentralized administrative model**, anchored by:

- **Vice-Chancellor** as the chief academic and administrative head
- **Pro Vice-Chancellors** for academic affairs and research

- **Deans of Schools**, supported by HoDs and program coordinators
- **IQAC, R&D Cell, Curriculum Committees, and Examination Boards**

A dedicated **Registrar's Office** and **Controller of Examinations** ensure compliance, transparency, and operational efficiency. The governance model emphasizes **accountability, autonomy, and participative decision-making**.

6. Digital Infrastructure Readiness

MRV is actively transitioning toward becoming a **Smart Digital Campus**, with:

- **Learning Management Systems (LMS)** for blended and flipped classrooms
- University-wide **Wi-Fi, smart boards, and e-library resources**
- Implementation of **Enterprise Resource Planning (ERP)** software
- Virtual labs and cloud-based simulation tools for health and engineering education
- Digitized academic records and online grievance redressal portals

The digital infrastructure supports both synchronous and asynchronous learning, enabling continuity and scalability.

7. Clinical, Engineering, and Life Science Facilities

MRV's academic ecosystem is enhanced by high-quality infrastructure across its core disciplines:

- **Clinical Facilities**: Fully functional teaching hospitals with over **2398+ beds**, specialty departments, skill labs, and simulation centers.
- **Dental Clinics**: Comprehensive dental care units with digital imaging, CAD/CAM labs, and patient management systems.
- **Pharmaceutical and Life Sciences Labs**: Well-equipped pharmacology, microbiology, biotech, and molecular labs for practical and translational research.
- **Engineering Labs**: IoT, AI/ML, embedded systems, digital health device design labs, and 3D printing units.
- **Allied and Public Health Labs**: Community outreach facilities, epidemiology labs, mobile health units, and FHIR-HL7 integration platforms.

V. Initiatives, Attributes, and SWOC Analysis

As a newly conferred Deemed to be University under the 'Distinct' category, Malla Reddy Vishwavidyapeeth (MRV) has initiated transformative steps to align itself with 21st-century academic, technological, and societal demands. These proactive initiatives, core institutional attributes, and a balanced SWOC (Strengths, Weaknesses, Opportunities, Challenges) analysis form the foundation for long-term planning under *MRV Vision 2040*.

A. Institutional Initiatives

MRV has undertaken several strategic initiatives that reflect its commitment to academic innovation, future-readiness, and sustainable growth:

1. Establishment of New Schools

To foster interdisciplinary collaboration and thematic learning, MRV reorganized its academic structure into **seven distinct Schools** spanning medical, dental, engineering, pharmaceutical, nursing, allied health, and digital health domains. This transition enhances academic autonomy and curricular diversity.

2. Launch of AI, Digital Health, and Public Health Programs

MRV is among the first institutions in the region to introduce cutting-edge programs in:

- **Artificial Intelligence in Healthcare**
- **Digital Health & Medical Informatics**
- **Public Health and Epidemiology**
- **Smart Health Devices and Wearable Technology**

These programs address emerging global healthcare challenges and align with the NEP 2020 vision of multidisciplinary education.

3. Smart Campus Initiatives

MRV has initiated a progressive **Smart Campus Model**, which includes:

- Energy-efficient infrastructure and digital utilities
- Campus-wide Wi-Fi, smart classrooms, and e-governance tools
- RFID-based student tracking, biometric attendance, and ERP-based administration
- Integrated grievance redressal and feedback systems

These efforts are intended to enhance user experience, operational efficiency, and academic continuity.

B. Institutional Attributes

Malla Reddy Vishwavidyapeeth embodies several defining characteristics that set it apart within the higher education landscape:

1. Multidisciplinary Structure

By converging seven professional colleges into one ecosystem, MRV represents a **comprehensive, multidisciplinary university** model. This structure promotes flexible learning, shared infrastructure, and joint research across health sciences, engineering, and technology.

2. Women-Centric Legacy in Education

Four of MRV's constituent institutions were originally established for **women's education**, demonstrating a strong legacy of **gender empowerment**, equity, and inclusion. This value continues to shape MRV's policies and student support systems.

3. Integrated Professional Ecosystem

Unlike conventional institutions, MRV integrates **education, clinical training, engineering innovation, pharmaceutical research, and digital technology** under one roof. This integrated model allows for problem-solving through cross-sectoral collaboration and real-world application.

C. SWOC Analysis

The following SWOC (Strengths, Weaknesses, Opportunities, Challenges) matrix captures MRV's current positioning and the context within which *Vision 2040* is framed:

Strengths	Weaknesses
✓ **Legacy of reputed constituent institutions with over two decades of experience**	✗ Young university with evolving governance and administrative frameworks
✓ **Wide spectrum of professional programs across health, engineering, and technology**	✗ Limited exposure to international collaborations and global rankings
✓ **Strategically located with robust physical and clinical infrastructure**	✗ Need for increased number of PhD-qualified and research-active faculty
✓ **Strong legacy in women-centric education and empowerment**	✗ Nascent institutional research culture and limited patents/IP filings

Opportunities	Challenges
🌐 **Expansion into emerging areas like AI, HealthTech, and Digital Therapeutics**	⚠ Recruiting and retaining expert faculty in niche and interdisciplinary fields
📘 **Leverage NEP 2020 for curricular flexibility, ABC, and innovation**	⚠ Mobilization of competitive research grants and long-term financial planning
□ **Enhance global academic collaborations and research partnerships**	⚠ Navigating evolving regulatory frameworks and policy reforms
🛡 **Lead national discourse in Digital Health and Integrated Healthcare Models**	⚠ Ensuring inclusion, diversity, and equitable access in a competitive landscape

VI. Goal Setting, Benchmarking, and Image Building

As Malla Reddy Vishwavidyapeeth (Deemed to be University) moves toward becoming a nationally and globally recognized institution, a clear system of goal-setting and benchmarking is essential. *Vision 2040* provides a framework not only for academic and infrastructural advancement, but also for enhancing the university's visibility, reputation, and stakeholder trust.

1. Goal-Based Departmental Plans Aligned with Vision 2040

Each School and Department under MRV is mandated to prepare a **Five-Year Rolling Development Plan**, aligned with the overarching institutional goals of *Vision 2040*. These include:

- Expansion of academic offerings based on emerging disciplines
- Research targets, including funded projects and high-impact publications
- Infrastructure growth, including labs, smart classrooms, and digital tools
- Student-centric goals such as placements, international exposure, and skill development
- Capacity-building plans for faculty and technical staff

A **centralized planning and monitoring dashboard** under the IQAC will ensure alignment, track KPIs, and provide support for corrective action.

2. Benchmarking Against National and Global Frameworks

To ensure competitiveness and quality, MRV will align with the following ranking and accreditation systems:

National Benchmarks

- **NAAC A++ Accreditation** by 2032, with high scores in innovation, outreach, and governance
- **NIRF Top-100 Rank** in overall and discipline-specific categories by 2035
- **ARIIA (Atal Ranking of Institutions on Innovation Achievements)** listing in top-performing institutions for innovation and entrepreneurship

Global Benchmarks

- Entry into **THE Impact Rankings** (focused on SDGs) and gradual positioning in **QS World Rankings**
- Strategic alliances for joint research and co-branded degrees with global institutions
- Accreditation of select programs under **ABET**, **ACPE**, or equivalent international standards

3. Branding Strategy (Academic, Digital, Public Engagement)

To build and sustain a powerful institutional identity, MRV will implement a tiered branding strategy:

Academic Branding

- Launch of flagship interdisciplinary programs in AI, Digital Health, and Public Health
- Creation of *Centers of Excellence* with translational focus
- Publication of institutional research journals and policy briefs
- Hosting of national/international conferences, conclaves, and seminars

Digital Branding

- Revamped university website with SEO optimization, multilingual access, and student/faculty testimonials
- Dynamic online presence through blogs, webinars, podcasts, and virtual tours
- Promotion of innovation stories, startup launches, and faculty achievements across platforms

Public Engagement

- Community outreach campaigns via health camps, tech workshops, and awareness drives
- Collaboration with NGOs, government bodies, and local industries for service-learning and CSR activities
- Regular press coverage and academic articles in mainstream media to highlight MRV's thought leadership

4. Communication Strategy and Social Media Visibility

An integrated **Communication and Outreach Cell** will lead the institutional strategy across all media:

- Active presence on platforms like **LinkedIn, Instagram, X (Twitter), Facebook, and YouTube**
- Content calendar for regular posts, live updates, and campus storytelling
- Strategic partnerships with ed-tech and media platforms for brand visibility
- Email newsletters, annual reports, and e-magazines for stakeholders

MRV will adopt a **"Digital-First" communication model**, ensuring transparency, real-time engagement, and reach across geographies.

5. Alumni and Community Engagement Frameworks

MRV recognizes alumni as lifelong ambassadors and critical contributors to institutional development. The university will establish:

- **MRV Alumni Network (VAAVE)** with regional and international chapters
- Annual **Alumni Summit** for networking, mentorship, and institutional collaboration
- Alumni-backed scholarships, research grants, and startup seed funding
- Alumni success stories and testimonials integrated into branding campaigns

Additionally, MRV's community engagement will focus on **healthcare outreach, vocational training, digital literacy programs**, and grassroots innovation labs, furthering its social mission and deepening local roots.

VII. Future Plan of the Distinct Schools

The seven Schools of Malla Reddy Vishwavidyapeeth represent the institution's commitment to interdisciplinary growth, academic innovation, and societal impact. Each School is entrusted with developing dynamic, future-ready programs and research portfolios, aligned with *Vision 2040*. The following is a school-wise future development roadmap.

1. School of Medical Sciences and Technology

This School aims to be a national leader in academic medicine, translational health research, and health-tech integration.

Planned Initiatives:

- Launch of **MSc–PhD integrated programs** in clinical and basic sciences
- Establishment of an **AI in Diagnostics Research Center** in partnership with healthcare and tech firms
- Expansion of **Public Health and Health Informatics** departments
- Development of a **Clinical Trials and Translational Medicine Unit**
- Smart Skill Labs for **simulation-based medical training**
- Global clinical exchange programs and collaborative MSc fellowships

2. School of Dental Sciences and Technology

This School will blend conventional dentistry with biomedical innovation and digital technologies.

Planned Initiatives:

- Introduction of **3D Printing and CAD-CAM** modules into the undergraduate and postgraduate curriculum
- Development of a **Digital Dentistry and Implantology Innovation Hub**
- Creation of **Oral Genomics and Regenerative Research Lab**

- Launch of **Dental Public Health Programs** for rural and peri-urban outreach
- Academic collaboration with dental schools abroad for **dual certification programs**
- Annual **Techno-Dento Summit** to showcase research and startup ideas

3. School of Engineering Sciences and Technology

This School will become a hub for cutting-edge technology integration, especially in biomedical and digital domains.

Planned Initiatives:

- Introduction of **AI, Machine Learning, Data Science, and Embedded Systems** specializations
- Establishment of a **Biomedical Engineering and Health Devices Innovation Park**
- Launch of **B.Tech. in Robotics, Cyber-Physical Systems, and Smart Infrastructure**
- Expansion of **Industry 4.0 Curriculum and Internship Programs**
- Interdisciplinary engineering labs to support **healthcare-tech convergence**
- Setting up an **Engineering Research Incubation Cell** with access to national grants

4. School of Pharmaceutical Sciences and Technology

This School will drive innovation in drug discovery, pharmacogenomics, and regulatory sciences.

Planned Initiatives:

- Establishment of a **Center for Drug Design, Discovery, and Development (C4D)**
- Launch of **PharmD (Post-Baccalaureate)** and **Clinical Research Programs**
- Development of **Pharmaceutical AI Labs** for drug safety, efficacy, and formulation modeling
- Collaboration with pharma industries for **live R&D training and GMP compliance labs**
- International twinning programs in **Regulatory Affairs and Clinical Trials**
- Research thrust in **Herbal Pharmacology and Pharmacovigilance**
-

5. School of Nursing Sciences and Technology

This School will evolve as a center for advanced nursing practice, health leadership, and global mobility.

Planned Initiatives:

- Launch of **M.Sc. in Nurse Practitioner (Critical Care, Neonatology, Geriatrics)**
- Training in **Digital Nursing Tools, Telenursing, and Simulation-based Care**
- Development of a **Global Nursing Exchange Program** with accreditation bodies abroad
- Introduction of **Interprofessional Education (IPE)** modules with medical and pharmacy students
- Establishment of a **Center for Women's Health Nursing and Community Leadership**
- Annual **MRV Nursing Leadership Forum** for policy advocacy and innovation showcase

6. School of Allied and Public Health Sciences and Technology

This School aims to lead population health initiatives, skill-based training, and community-based innovations.

Planned Initiatives:

- UG/PG programs in **Medical Lab Technology, Radiology, Physiotherapy, Optometry**
- Public Health majors with specialization in **Epidemiology, Health Economics, and Policy**
- Establishment of **Community Innovation Labs** linked to real-world health challenges
- Integration of **WHO Modules**, FOSS health tools, and mobile health surveillance systems
- Launch of a **Diploma Series** on mental health, nutrition, environmental health, and wellness
- Development of a **Mobile Public Health Field Training Unit.**

7. School of Digital Health Sciences and Technology

A first-of-its-kind School focused on the convergence of data science, clinical intelligence, and digital therapeutics.

Planned Initiatives:

- Flagship programs in **B.Sc./M.Sc. in Digital Health, Health Informatics, and AI in Medicine**
- Development of **FHIR and HL7 Labs** for digital medical record standards
- Creation of a **Blockchain and Cybersecurity Research Unit** for health data integrity
- Collaboration with startups for **Smart Devices, mHealth SDKs, and Wearables Design**
- Launch of a **Digital Therapeutics Simulation Lab** to develop non-pharma treatments
- Publication of an annual **MRV Digital Health Innovation Index**

VIII. Perspective Plan (2025–2040)

The *MRV Vision 2040* Perspective Plan sets forth a strategic and phased roadmap to transform Malla Reddy Vishwavidyapeeth into a **globally competitive, research-intensive, and innovation-driven multidisciplinary university**. This section outlines the projected expansion across four major domains: **Academics, Research, Infrastructure, and Student Support**, along with quantifiable targets and milestones.

A. Academic Development

Key Objectives:

- Diversify academic offerings aligned with NEP 2020 and global standards
- Promote interdisciplinarity, flexibility, and outcome-based learning
- Foster global readiness through skill-based and dual degree programs

Target Area	Current (2024)	Projected (2040)
UG Programs	12+	200+
PG Programs	45+	50+
Ph.D. Programs	Nil	25+
Interdisciplinary	Nil	20+
Dual Degree Programs	Nil	20+
Annual Student Intake	~999	6,000+
International Programs/Collaborative Degrees	0	15+

Major Academic Initiatives:

- Launch of UG/PG/PhD programs in **AI in Medicine, Digital Therapeutics, Biomedical Robotics, Health Informatics, Climate and Health, and Bioethics**

- Implementation of **Academic Bank of Credits (ABC)**, **multiple entry-exit options**, and **flexible credit frameworks**
- **International Summer/Winter Schools**, certificate programs, and online hybrid offerings via SWAYAM, Coursera, and edX

B. Research Ecosystem Expansion

Key Objectives:

- Build a high-impact research culture with translational output
- Enhance extramural research funding, patents, and publications
- Foster thematic excellence through Centers of Excellence (CoEs)

Research Metric	Current (2024)	Projected (2040)
Recognized Research Centers	2	15+
Annual Research Funding (Rs. in Cr.)	<1	₹25+ Cr
Publications (SCOPUS/Web of Science Indexed)	~100/year	500+/year
Patents Filed	5	150+
Research Scholars (PhD/Postdoc)	50+	400+

Research Initiatives:

- Establishment of 15+ **Centers of Excellence**, including:
  - Center for AI in Diagnostics
  - Center for Public Health Innovation
  - Biomedical Devices and Smart Health Park
  - Center for Pharma R&D and Translational Sciences
- Dedicated Research & Innovation Cell (RIC) with IP, ethics, and grant-writing support
- Active pursuit of funding from **ICMR, DST, DBT, AICTE, SERB, and international agencies (e.g., WHO, NIH, Erasmus+)**

C. Infrastructure and Campus Development

Key Objectives:

- Build state-of-the-art learning, research, and residential infrastructure
- Transition to a sustainable, smart, and inclusive campus model

Infrastructure Component	Current	Target by 2040
Smart Classrooms	65	150+
Simulation/Skill Labs	5	25+
Research Labs	7+	30+
Academic Blocks	15	50+
Hostel Capacity	3,000+ beds	6,500+ beds
Energy via Solar/Renewables	15%	75%
Campus Wi-Fi & ERP Coverage	Partial	100% Smart Campus Model

Infrastructure Projects:

- Construction of **Interdisciplinary Research Parks**, Engineering Innovation Center, and Digital Health Simulation Labs
- **Green Campus Initiatives**: rainwater harvesting, solar energy expansion, waste segregation and recycling units
- Centralized **Digital Command Center** for academic management, security, and learning analytics
- **Multi-disciplinary Auditoriums, E-Library with AI Search**, smart hostel complexes, sports and recreation zones

D. Student Support and Engagement

Key Objectives:

- Enhance student development through internationalization, career readiness, and well-being programs

- Build an inclusive, supportive, and innovation-friendly ecosystem

Student Development Metric	Current	Projected (2040)
MoUs for Exchange/Internships	10+	50+
Active Startups/Incubated Ventures	2	100+
Career Services & Placement Rate	65%	95%+
On-campus Health & Wellness Programs	Limited	Fully operational
Hostel/Women Safety Infrastructure	Available	Smart-enabled & expanded

Student-Centric Initiatives:

- Launch of **International Exchange Programs** in partnership with universities in the UK, US, Australia, and Southeast Asia
- Establishment of **MRV Innovation and Startup Hub** with seed grants, incubation, and IP mentorship
- Strengthened **Career Services Cell** offering industry-linked internships, personality development, and skill training
- Comprehensive **Health & Wellness Center**, counselling services, yoga, meditation, and student mentorship networks
- Tech-driven **student feedback portals, grievance redressal systems**, and peer-learning spaces

IX. Phase-wise Approach

Strategic Plan I: Foundation & Expansion (2025–2030)

Domain	Strategic Initiatives (2025–2030)
1. Governance, Regulations, Leadership & Management	Establishment of **Statutory Bodies** (BoG, Academic Council, Finance Committee); Leadership capacity-building programs
2. Infrastructure, Resources & Student Support	Construction of new academic blocks, skill labs, **hostel expansion by 2,000 beds**, ERP system integration, student wellness units
3. New Programs, Departments & Schools	Launch of **Digital Health**, **Public Health**, departments; Interdisciplinary UG/PG programs. Proposal for Increase in UG-MBBS Seats from 200 to 250 for both MRIMS and MRMCW Medical Colleges.
4. Collaborations	Signing of **30+ national MoUs** with hospitals, pharma, and tech firms; participation in **NAAC and NIRF** for benchmarking
5. Societal Concern Programs	Establishment of **Rural Health & Digital Literacy Units**, first-gen learner support, and NSS-based outreach projects
6. Research, Innovation & Ecosystem	Creation of **5 Centers of Excellence**, seed grants for faculty, startup incubation hub, and IP filing support
7. Teaching-Learning Process	Implementation of **Outcome-Based Education (OBE)**, CBCS, blended learning, LMS across all schools
8. Examination and Evaluation	Full rollout of **paperless exam system**, e-evaluation, digital transcripts, and assessment analytics
9. Internal Quality Assurance System	Strengthening of **IQAC** with MIS dashboards, audits, feedback loops, and quality benchmarking with external agencies

Strategic Plan II: Consolidation & Globalization (2030–2035)

Domain	Strategic Initiatives (2030–2035)
1. Governance, Regulations, Leadership & Management	Attainment of **NAAC A++**, enhancement of policy transparency, faculty/staff leadership exchange programs with foreign institutions
2. Infrastructure, Resources & Student Support	Completion of **Digital Health Park**, **green campus certification**, advanced wellness centers, and AI-driven student services
3. New Programs, Departments & Schools	Start of **dual degree programs**, international-twinning curricula, new PG programs in **Data-Driven Public Policy** and **Neuro-Tech**
4. Collaborations	Expansion to **50+ national/international MoUs**, global faculty exchange, Erasmus+ and WHO partnerships
5. Societal Concern Programs	Deployment of **telemedicine and mobile health vans**, community-based climate-health initiatives, and assistive tech for elderly care
6. Research, Innovation & Ecosystem	Operationalization of **10+ Centers of Excellence**, national patent grants, start-up accelerator partnerships with industry
7. Teaching-Learning Process	Use of **AR/VR for immersive learning**, simulation-based pedagogy, **AI tutors and adaptive assessments**
8. Examination and Evaluation	Transition to **AI-proctored assessments**, cross-institutional evaluation, and competency-based grading systems
9. Internal Quality Assurance System	ISO certification of IQAC, external academic audits, institutional ranking management cell

Strategic Plan III: Leadership & Global Benchmarking (2035–2040)

Domain	Strategic Initiatives (2035–2040)
1. Governance, Regulations, Leadership & Management	Transition to **autonomous academic clusters**, global board memberships, policy innovation labs
2. Infrastructure, Resources & Student Support	100% smart campus, **AI-based campus management**, international student housing, diversity and inclusion centers
3. New Programs, Departments & Schools	Doctoral programs in **AI-Bioethics, Smart Therapeutics**, micro-credential academies, expansion into **intercontinental joint degrees**
4. Collaborations	MRV as a **UN/WHO academic partner**, joint research centers abroad, part of **Global Innovation Network for Digital Health**
5. Societal Concern Programs	MRV Rural Innovation Incubator, **Digital Public Health Observatory**, SDG-aligned national policy fellowships
6. Research, Innovation & Ecosystem	Top-tier research output with **₹25+ Cr annual funding**, globally recognized startup incubator, 100+ patents
7. Teaching-Learning Process	Personalized AI-driven learning journeys, **neuro-pedagogy labs**, credit portability across global partner institutions
8. Examination and Evaluation	**Blockchain-based academic records**, transnational credential verification, machine learning-powered predictive analytics
9. Internal Quality Assurance System	Establishment of **Global Quality Assurance Consortium**, AI-moderated feedback systems, continuous innovation audits

X. Concluding Remarks

The *MRV Vision 2040* represents a bold, strategic, and inclusive roadmap for transforming **Malla Reddy Vishwavidyapeeth (Deemed to be University)** into a **nationally eminent and globally engaged institution**. Anchored in the legacy of seven robust professional colleges and driven by the values of **excellence, equity, innovation, and impact**, this Institutional Development Plan outlines a 15-year trajectory toward academic leadership, research prominence, and societal relevance.

Through the establishment of **distinct thematic Schools**, MRV has positioned itself as a pioneering multidisciplinary university that embraces the transformative spirit of the **National Education Policy (NEP) 2020**. By integrating **AI, Digital Health, Public Health, and Engineering Innovation** into its academic and research DNA, MRV is future-proofing its ecosystem against the backdrop of rapidly evolving global healthcare and technology landscapes.

The three strategic phases—**Foundation (2025–30), Consolidation (2030–35), and Global Leadership (2035–40)**—are designed with measurable outcomes, flexible delivery mechanisms, and strong internal governance. With a focus on **faculty empowerment, student engagement, community outreach, global collaborations, and digital transformation**, MRV commits to becoming a university of choice for learners, researchers, and innovators alike.

This Vision Plan is not a static document but a **living strategy**, continuously informed by **stakeholder input**, real-time data, regulatory trends, and global benchmarks. The success of *MRV Vision 2040* will depend not only on policies and infrastructure but also on the **collective commitment of its faculty, students, staff, alumni, and leadership**.

As MRV enters this transformative journey, it pledges to uphold the highest standards of academic quality, institutional integrity, and social responsibility—emerging as a **beacon of knowledge, innovation, and inclusive development for India and the world**.

Annexure I

School-wise Proposed Programs and Infrastructure (2025–2040)

School	Proposed Academic Programs	Planned Infrastructure
Medical Sciences & Technology	MSc-PhD, Public Health Informatics, AI in Diagnostics	Advanced skill labs, Clinical Trials Unit, AI-Health Research Center
Dental Sciences & Technology	MSc in Digital Dentistry, Oral Genomics, Dental Public Health	CAD/CAM Labs, Implantology Innovation Center, Digital Oral Imaging Studios
Engineering Sciences & Technology	B.Tech in AI/ML, Biomedical Devices, Cyber-Physical Systems	Engineering Innovation Park, Robotics Lab, Interdisciplinary AI Labs
Pharmaceutical Sciences & Technology	PharmD (PB), Pharmacogenomics, Pharma AI	Center for Drug Discovery, Regulatory Compliance Labs, Wet Labs
Nursing Sciences & Technology	NP-Critical Care, M.Sc. in Global Nursing	Simulation Ward, Digital Nursing Hub, Nursing Leadership Training Center
Allied & Public Health Sciences & Technology	M.Sc. in Epidemiology, Medical Lab Tech, Community Health & Wellness	Mobile Health Units, Public Health Simulation Labs, Environmental Health Labs
Digital Health Sciences & Technology	B.Sc./M.Sc. in Digital Health, Blockchain in Healthcare, Health Data Science	mHealth SDK Lab, Digital Therapeutics Simulator, HL7/FHIR Interoperability Lab

Annexure II

Key Performance Indicators (KPIs) and Benchmarks

KPI Domain	2024 Baseline	Target by 2040	Benchmarks / References
NAAC Accreditation Grade	Not applicable	A++	NAAC Framework
NIRF Rank (Overall)	Unranked	Top 100	NIRF India Rankings
Annual Research Funding	₹<1 Cr	₹25+ Cr	DST/ICMR/DBT/AICTE Funding Norms
PhD Faculty (%)	~10%	65%	UGC Norms, Deemed University Guidelines
Student-Faculty Ratio	18:1	≤ 12:1	UGC/AICTE/INC Standards
Patents Filed	8	150+	NIRF Innovation Indicators
Publications Indexed	~100/year	500+/year	Scopus, Web of Science
International Collaborations	10+ MoUs	50+ MoUs	Erasmus+, THE Impact, Global Education Index
Graduate Employability Rate	~65%	≥95%	QS Graduate Employability Rankings
Program Satisfaction Index (via surveys)	Not available	≥ 85%	IQAC, Student Feedback Surveys

Annexure III

Stakeholder Consultation Summary

Stakeholder Group	Mode of Consultation	Key Insights / Suggestions
Faculty Members	Focus Groups, Departmental Retreats	Emphasis on research time, interdisciplinary curricula, digital tools, and promotion policies
Students	Online Surveys, Townhalls	Need for career services, internships, smart classrooms, and exchange opportunities
Alumni	Webinars, Alumni Association Meet	Career mentoring, global networking, alumni funding for startups and scholarships
Industry Partners	MoU Workshops, Roundtables	Expect skill-ready graduates, plug-and-play internships, joint R&D projects
Parents & Guardians	Feedback Forms	Better hostel facilities, safety measures, wellness infrastructure
Community Representatives	Field Visits, NGO Collaborations	Demand for health camps, digital literacy initiatives, women and elderly outreach

Annexure IV

Abbreviations and Glossary

Abbreviation	Full Form
NAAC	National Assessment and Accreditation Council
NIRF	National Institutional Ranking Framework
ARIIA	Atal Ranking of Institutions on Innovation Achievements
ERP	Enterprise Resource Planning
LMS	Learning Management System
FHIR	Fast Healthcare Interoperability Resources
HL7	Health Level Seven (Standard for healthcare data exchange)
ABC	Academic Bank of Credits
IQAC	Internal Quality Assurance Cell
ICMR	Indian Council of Medical Research
DST	Department of Science & Technology
DBT	Department of Biotechnology
AICTE	All India Council for Technical Education
OBE	Outcome-Based Education
WHO	World Health Organization
MoU	Memorandum of Understanding
MRV	Malla Reddy Vishwavidyapeeth (Deemed to be University)

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