



## INDRASHIL UNIVERSITY

### TRANSFORMING ENGINEERING INSTITUTE INTO LIFE SCIENCE UNIVERSITY

#### **About the Promoter**

Cadila Pharmaceutical Ltd. is one of Indian leading pharmaceutical company headquartered in Ahmedabad, Gujarat. The vision of Cadila Pharmaceuticals Ltd. is to be a leading Pharmaceutical company in India and to become a significant global player by providing high quality, affordable and innovative solutions in the field of medicine and treatment.

#### **Objective**

With numerous initiatives being implemented by Cadila Pharmaceuticals Limited (CPL), the foundation is already running an Engineering College named Indrashil Institute of Science and Technology (IIST) located in Kadi and presently the foundation wishes to develop the current institute into World-Class Life Science University level as part of the CSR Program. Indrashil University is set to be actively involved in implementing social and philanthropic activities primarily in the field of education and healthcare.

## Challenge

- To create industry-focused academic curriculum
- To build the World-Class university image for the University
- To develop a plan of Life Science University and pass enacting State Legislative Act for the university status.
- To facilitate Admission Plan and Strategy to bring students with diversity and scholarship
- To develop strategy for Industry Partnership and International Collaboration.

## Solution

### 1. Design the Futuristic Academic Curriculum

The main goal of the university is to constantly create the prepared minds of graduates. While the problem remains conical to the curriculum mismatch with industry demand, we choose to address the problem from its roots. We helped IU to design the industry-focused academic curriculum which prepared by IIT faculties to ensure the standard. The curriculum will impart a relevant and equal importance in theoretical and practical knowledge for IU students which will help them to fit into the job roles.



## 2. Support in Statutory Approval

As part of the mission, the Cadila intended to convert the status of institute into University. We support IU for granting Statutory Approval by Education Regulatory bodies like All India Council for Technical Education (AICTE), Gujarat Technological University (GTU), and Directorate of Technical Education (DTE) in order to close the current institute and open the new university.



## 3. Support Institutional Branding for IU in the name of Cadila as part of CSR Program

Nowadays, brand image is beyond than just an impression or construction created by graphic designer and advertising. Like any organization, the concept of brand image can also be applied to the Educational Institution context. Especially in promoting World-Class University, it needs to be backed by solid strategy in the area of university branding. A continuous implementation of right strategy since the early stage will help educational institutions to create and maintain its positive image and reputation.

Eduprogess helped IU in establishing its positioning as World-Class University and to fulfill its purpose in catering the industry through education realm. We designed the marketing strategy of IU to promote its vision, mission, and infrastructure development. The marketing strategy will help to spread awareness about the institute in bringing a World-Class University image that taken care by the new promoters.

### Result

The Indrashil University will commence in June 2018 for School of Engineering and School of Sciences. The futuristic academic curriculum will help the university in attracting and attaining more students to succeed the university admission.