



TRANSFORMING ENGINEERING INSTITUTE INTO A LIFE SCIENCES UNIVERSITY

About the Promoter

One of India's leading pharmaceutical companies is headquartered in Ahmedabad, Gujarat. The vision of this company is to be a leading Pharmaceutical company in India and become a significant global player by providing high-quality, affordable, and innovative solutions in medicine and treatment.

Objective

With numerous initiatives being implemented by them, the foundation of the Pharmaceutical Company was already running an Engineering College and the foundation wished to develop the institute into a World-Class Life Sciences University as part of their CSR Program.

Challenges

- To develop a plan for Life Sciences University and enactment as university.
- To build a World-Class university image for the University.
- To facilitate an Admission Plan and Strategy to bring students with diversity and scholarship.
- To create an industry-focused academic curriculum.
- To build Industry Partnerships and International Collaborations.

Solutions

1. Support in Statutory Approval

As part of the mission, the Parent Organization aimed to elevate the institute's status, and we assisted the University in obtaining grants and statutory approval from educational regulatory bodies.

2. Support Institutional Branding as part of the CSR Program

Brand image is beyond just an impression. Especially in promoting a World-Class University, it needs to be backed by a solid strategy in university branding. Implementing the right strategy early will help educational institutions create and maintain a healthy and positive image and reputation.

3. Design a Futuristic Academic Curriculum

The main goal of the University was to groom and nurture the minds of graduates constantly. While the problem remained conical to the curriculum mismatch with industry demand, we addressed it right from its roots. We helped the University to design an industry-focused academic curriculum.

Eduprogress helped the University establish its positioning as a World-Class University and fulfill its purpose of catering to the industry through education. We designed this University's marketing strategy to promote its vision, mission, and infrastructure development. The marketing strategy helped spread awareness about the institute by bringing a world-class university image that the promoters took care of.

Result

The University started in June 2018 with the School of Engineering and School of Sciences. The futuristic academic curriculum helped the university in attracting and attaining more students to succeed in quality university admissions.