6.2.1 Institutional Strategic/ Perspective Plan is Effectively Deployed

Additional Information

G1: To establish Centre of Excellences(CoE) in various fields like Universal Human Values Development, Professional Training & Development, Communications, Artificial Intelligence & Robotics & Media Practices

Institute envisages to establish **CENTRES OF EXCELLENCE** in the following fields with centre as under:-

1) Universal Human Values Development Centre
2) Professional Training & Development Centre
3) Centre of Communications
4) Centre of Artificial Intelligence & Robotics
5) Centre of Media Practices

1) UNIVERSAL HUMAN VALUES DEVELOPMENT CENTRE

Universal Human Values Development Centre (previously UHV Cell) established in Tecnia Institute of Advanced Studies (TIAS), Delhi Universal Human Values & Student Induction Programme Cell is set up in accordance with the National Education Policy, AICTE guidelines. UHVDC-CoE in the introductory year i.e. 2020-2021, and to achieve Centre-Of-Excellence for the centre. 20 Nos. of faculty members be able to complete their FDP and are trained Mentor for UHV; and have completed Stage 1 and are committed to provide a safe, fair, holistic, harmonious learning with human values. Further, 02 faculty members have completed Stage 2 of the FDP in the session 2021-22 and are trained on UHV aspects and are inculcating and propagating the ethical principles. UHVDC describes the process where the incumbents adjust to or acclimatize to their new roles in well−planned manner and educate the new entrants in a particular institution, and connect them with the people in it.

2) PROFESSIONAL TRAINING & DEVELOPMENT CENTRE

Professional Training and Development Centre (PT&DC) is a body that provides leadership, best practices, research, support, training of trainers, and skill training for a specific sector/s and to achieve Centre-Of-Excellence; PT&DC is on mission to "Skill India"; PT&DC shared area of focus and subject matter expertise is to supports others, usually by providing tips, insights, training, and research for professionals, wherein PT&DC standardizes best practices for company-wide adoption and offer advice on strategic planning, decision-making, and execution. Thus, PT&DC is resource centre, established working in partnership with industry to raise training managers, address emerging skill gaps and align training & research with industry needs, further it helps in optimize work and get it done. It intervenes with the intent to overcome skill demand-supply mismatch, to have continuous supply of skilled workforce and disseminate best practices; also it proposed to provide professional training anddevelopment in various managerial domains.

3) CENTRE OF COMMUNICATIONS

The center of communications has been setup in Tecnia Institute of Advanced Studies (TIAS) in 2022 to inculcate deep understanding of the Communication and its disciplines. In the rapidly evolving landscape of business and technology, effective communication plays a pivotal role in fostering success, collaboration, and innovation. Recognizing the importance of communication as a strategic asset, organizations worldwide are establishing Centers of Excellence (CoEs) dedicated to refining and optimizing their communication practices.

A Center of Communication is a specialized hub within an organization designed to cultivate, enhance, and streamline all aspects of communication. It serves as a focal point for developing best practices, implementing cutting-edge technologies, and fostering a culture of effective communication across departments and stakeholders.

- **Strategic Alignment:** The CoE ensures that communication efforts are aligned with the organization's overall strategic goals and objectives. By understanding the company's vision and mission, the CoE tailors communication strategies to support these overarching priorities.

- **Best Practices Development:** Through continuous research and analysis, the CoE identifies and develops communication best practices. These practices encompass various communication channels, including internal communication, external relations, digital communication, and crisis communication.

- **Skill Enhancement:** The CoE is dedicated to nurturing and enhancing the communication skills of employees at all levels. This may involve organizing training programs, workshops, and mentorship initiatives to empower individuals with the tools needed for effective communication.

- **Innovation and Technology Integration:** Staying abreast of the latest communication technologies and trends, the CoE explores innovative ways to leverage new tools for improved communication. This includes adopting state-of-the-art platforms, data analytics, and artificial intelligence to enhance communication efficiency.

- **Collaboration and Integration:** The CoE acts as a catalyst for collaboration by breaking down silos within the organization. By fostering cross-functional communication and integration, the CoE enables seamless information flow, leading to increased productivity and synergy.

- **Measurement and Evaluation:** Implementing robust metrics and analytics, the CoE assesses the effectiveness of communication strategies. This data-driven approach allows for continuous improvement and adjustment of communication tactics based on real-time feedback and performance indicators.

- **Crisis Preparedness:** Recognizing the importance of crisis communication, the CoE develops proactive strategies to handle potential crises. This involves creating communication protocols, training key personnel, and establishing response plans to maintain trust and transparency during challenging times.In conclusion, a Center of Excellence in Communication serves as a cornerstone for fostering a culture of effective communication within an organization. By aligning strategies with overarching goals, embracing innovation, and promoting skill development, the CoE contributes significantly to the success and resilience of the organization in an ever-changing business landscape.

4) CENTRE OF ARTIFICIAL INTELLIGENCE & ROBOTICS

The Artificial Intelligence and robotics are the emerging fields of technology and the blend of these two technologies is the future of the current generation. It seems to be the most dominant blend in the history of industrial innovations. The AI and Robotics Development Centre at TIAS is an initiative taken with the intent of learning about the latest technologies of the field like Deep Learning, Machine Learning, and Robotics and aspires to be the Centre of Excellence, which gives students ample opportunities to not only learn about them but also work with them to develop innovative things on AI & Robotics. An absolute new age of robotization is ready to transform every industrial process of Industry 4.0. AI- driven robots like Drones and AI driven medical instruments are considered more efficient than the old robots that used to work without AI technology. The AI and Robotic development Centre will be setting up to have:-

- Establishment
- Process set up
- Training
- Practical knowledge
- Practical demonstration
- Module development
- Creation of Prototype
- Executable Model
- Patent
- Commercial Diffusion

5) CENTRE OF MEDIA PRACTICES

Centre of Media Practices fosters to develop a thorough understanding of media practices and a related field, the TIAS aspires to establish a Center of Media Practices; as CoE by department of Journalism and Mass Communication for the promotion and advancement in media-related activities which encompasses the media industry, including Print Media, Electronic Media, Integrated Marketing, New Media, and Media Research (journalism, broadcasting, digital media, film production, advertising, public relations, events, and more).

Key features and functions of a Centre of Media Practices may include:

- Research and Development: Conducting research to stay abreast of industry trends, emerging technologies, and best practices in media production and communication.
- Training and Education: Offering specialized training programs, workshops, and courses to enhance the skills and knowledge of media professionals, students, and enthusiasts.
- Collaboration and Networking: Facilitating collaboration and networking opportunities among media practitioners, professionals, and organizations to foster innovation and the exchange of ideas.
- Resource Hub: Serving as a centralized resource hub for the latest tools, technologies, and methodologies in media practices. This could include access to state-of-the-art equipment, software, and facilities.
- Quality Standards: Establishing and promoting quality standards and ethical guidelines in media practices to ensure professionalism and integrity within the industry.
- Industry Partnerships: Building partnerships with media organizations, businesses, and educational institutions to create a supportive ecosystem that enhances the overall quality of media practices.
- Incubation and Innovation: Supporting media startups and innovative projects by providing mentorship, funding opportunities, and a conducive environment for creative experimentation.
- Events and Conferences: Organizing conferences, seminars, and events that bring together experts, thought leaders, and practitioners to discuss and share insights on the latest developments in media practices.

- Community Engagement: Engaging with the local community and wider public through outreach programs, public awareness campaigns, and educational initiatives.
- Cross-disciplinary Collaboration: Encouraging collaboration between media professionals and experts from other disciplines, such as technology, business, and the arts, to foster interdisciplinary approaches to media practices.