



DETAILED PROJECT REPORT (DPR) FOR DEEMED-TO-BE UNIVERSITY STATUS

**SRI SRI (DEEMED TO BE
UNIVERSITY)
BANGALORE
EXECUTIVE SUMMARY**

Executive Summary

Sri Sri (Deemed to be University) (SSDU) proposed by the Sri Sri Ravishankar Vidya Mandir (SSRVM) Trust under the visionary guidance of Gurudev Sri Sri Ravi Shankar, emerges as a deeply timely and strategically vital response to the most pressing challenges and aspirations of 21st-century Indian higher education. In a nation navigating a decisive educational transition towards values-based learning, global leadership, technological empowerment, and inner development this institution represents not just a new university, but a new paradigm. As the nation seeks to harness its demographic dividend and assert global academic leadership, SSDU offers a future-ready response to India's evolving educational aspirations. Rooted in India's ancient wisdom, it blends intellectual rigor with spiritual grounding, digital innovation with human values, and academic excellence with inner development and social responsibility. Drawing upon over two decades of institutional experience across K–12 and higher education, the university is designed not merely as an academic space, but as a dynamic ecosystem for whole-person learning. In an era demanding ethical leadership, technological empowerment, and cultural rootedness, SSDU stands as a new paradigm; one that envisions higher education as a catalyst for personal awakening, societal transformation, and global harmony.

Sri Sri (Deemed to be University) is not envisioned as a replication of traditional models but as a reinvention of what higher education can represent in the 21st century. Designed as a next generation institution, SSDU brings together the depth of Indian Knowledge Systems with contemporary frontier disciplines, combining whole person education with interdisciplinary inquiry and local service with global relevance. The university's foundation rests on a deeply humanistic philosophy, where learning is as much about inner clarity as it is about outer capability, where students are cultivated as leaders of character and consciousness, and where academic excellence is inseparable from spiritual depth and societal contribution. Strategically situated within the vibrant, holistic and ecological environment of the Art of Living International Center in Bengaluru, the 300 acre campus is already recognized as a global hub for spiritual learning, ecological harmony, and intercultural dialogue. The university's founding vision is rooted in seven interwoven principles: inner transformation, whole person education, the application of ancient wisdom to modern challenges, conscious innovation, global citizenship, ethical leadership and planetary responsibility. These principles respond directly to the call of the National Education Policy 2020, the Sustainable Development Goals, and the national vision of Viksit Bharat 2047. As the world's largest democracy seeks to expand access to quality education, strengthen research and innovation, integrate Indian Knowledge Systems, and enhance global competitiveness, SSDU offers a new kind of model, one that aligns excellence with ethics, and innovation with introspection.

More than an academic institution, Sri Sri (Deemed to be University) aspires to be a living ecosystem of consciousness. It draws its strength from the cultural, spiritual, and ecological ethos of its unique location while embracing modern academic infrastructure, digital technology, and progressive pedagogy. Students at SSDU will experience not only intellectual development, but also emotional depth and purpose driven engagement. At the heart of SSDU's institutional identity is its commitment to the values and vision articulated by Gurudev Sri Sri Ravi Shankar. His emphasis on joy in learning, ethical clarity, compassionate leadership, and service to humanity defines the pedagogical and cultural framework of the university. The SSRVM Trust, with a proven legacy of over two decades across 120 institutions including Sri Sri University, Cuttack and specialized colleges in Ayurveda and Nursing, brings institutional

credibility and seasoned academic governance. The Trust's long standing regulatory experience with bodies such as NAAC, UGC, AICTE, and CCIM positions SSDU as an institution ready to meet both the highest academic standards and the deepest aspirations of impactful education. Initial operations will utilize existing SSRVM infrastructure, with phased expansion to include smart classrooms, immersive labs, and research labs from 2028 onward.

SSDU's academic vision aligns fully with the goals of the National Education Policy 2020, India@2047, and the United Nations Sustainable Development Goals. It addresses India's critical higher education gaps: including low Gross Enrolment Ratio, insufficient industry alignment, minimal integration of Indian Knowledge Systems, and limited global connectivity through a design that merges traditional wisdom with future focused strategies. Sri Sri (Deemed to be University) offers a unique and timely institutional model that promotes academic excellence, civic responsibility, and ethical global citizenship. It seeks not only to educate for employment, but to inspire lifelong purpose, wisdom in leadership, and socially conscious innovation.

The academic vision of Sri Sri (Deemed to be University) is grounded in the principle of integrating the timeless with the timely. Launching with thirteen faculties, the university spans a full spectrum of knowledge domains—ranging from Indian Knowledge Systems, Liberal Arts, and Management to Digital Futures, Sciences, Sustainability, Design, and Integrative Medical Sciences. These faculties are intentionally designed as interconnected spaces of inquiry, not disciplinary silos. Each one addresses pressing national and global priorities while cultivating critical future-ready capabilities such as ethical discernment, emotional intelligence, systems thinking, digital fluency, and cultural literacy. In its first phase, SSDU will offer over 80 degree programs, including 27 undergraduate, 11 postgraduate, and 8 doctoral programs. All are aligned with the National Education Policy 2020 and structured to be modular, outcome-based, and flexible, allowing students to progress through personalized pathways using the Academic Bank of Credits and National Credit Framework. From a B.A. (Hons.) in Sanskrit, Vedic Knowledge and Indian Heritage to a Ph.D. in Consciousness Studies or an MBA in Entrepreneurship, the programs reflect a deep harmony between India's heritage and contemporary global aspirations.

What sets Sri Sri (Deemed to be University) apart is the depth and scope of its curriculum architecture beyond conventional degrees. Embedded within the academic framework is a diverse and forward-looking ecosystem of over 100 interdisciplinary minors, 40+ Ability Enhancement Courses (AECs), 50+ Skill Enhancement Courses (SECs), and 80+ Value-Added Courses (VACs). These are not optional supplements but core components of SSDU's pedagogy. Interdisciplinary Minors will empower students to align academic study with personal purpose and emerging global needs. AECs and VACs foster foundational literacies and emotional clarity, while SECs will prepare learners for evolving sectors and essential skills.

Central to SSDU's academic character is its unique pedagogical model, which will prioritize experiential learning, inner inquiry, and reflective practice. Education here is not limited to intellectual mastery but includes the cultivation of presence, compassion, and clarity. Students will be encouraged to participate daily in yogic practices, Sudarshan Kriya, and meditation as part of the institutional rhythm. These practices are integrated with academic coursework through project-based learning, immersive field engagements, and inquiry-led assignments. Creativity and contemplation are woven into assessments, moving away from rote performance to values-based growth, with opportunities to work in rural

communities, global virtual classrooms, and interdisciplinary centers, building both personal depth and civic engagement. The learning culture fosters not only academic excellence, but also the kind of self-awareness and ethical reasoning needed to navigate complexity with confidence and integrity.

This model will be supported and institutionalized by the Sri Sri Center for Conscious Teaching and Future Learning (SSCTFL), which will be the academic heart of faculty development, curriculum design, and teaching excellence. Every faculty member at SSDU will undergo a tiered professional development journey, including NEP-aligned orientation, certification in Indian Knowledge Systems-based pedagogy, training in digital learning strategies, and continuous engagement through teaching fellowships and innovation labs. The SSDU-CTFL ensures that faculty are not just transmitters of knowledge, but facilitators of meaningful learning experiences. It also anchors reflective academic leadership and ensures alignment with national quality frameworks such as NAAC, UGC, and AICTE standards. In doing so, Sri Sri (Deemed to be University) commits not only to academic delivery, but to creating a community of educators and students united by a shared pursuit of knowledge, wisdom, and purposeful service.

Equally distinctive will be Sri Sri Global Center for Digital and Lifelong Learning (SSGCDL), the university's flagship digital and lifelong learning ecosystem. In a country striving to expand access while facing infrastructural and socio-economic barriers, SSGCDL offers a spiritually grounded, scalable, and UGC-compliant solution. It comprises four tracks: Track A delivers online degrees and modular academic components, beginning with B.A. Sanskrit, B.Sc. Data Science, and B.Com. in 2026; Track B focuses on digital skilling through modular diplomas, Recognition of Prior Learning (RPL) tools, and flexible vocational pathways including hybrid B.Voc programs; Track C extends foundational and community-based education to underserved learners; and Track D enables faculty development, curriculum innovation, and national educator training. Built on a mobile-first, AI-integrated platform with multilingual access and blockchain-secured credentials, SSGCDL aligns with ABC, NCeF, SWAYAM, DIKSHA, and NDEAR. It ensures education that is inclusive, modular, and values-aligned, seamlessly integrating digital innovation with inner growth, national priorities, and global educational standards.

This digital foundation enables SSDU's commitment to lifelong learning across diverse populations and life stages. The university will offer foundational MOOCs, bridge courses for school graduates, multilingual content for elder learners, and flexible evening or weekend offerings. These will serve homemakers, mid-career professionals, rural youth, and retired citizens seeking purpose-aligned education. Lifelong learners will access the same ecosystem of modular offerings and wellness courses, reinforcing SSDU's philosophy that learning is a lifelong path of growth and service.

Vocational and applied learning is a core pillar of Sri Sri (Deemed to be University)'s mission. Through the Institute for Vocational and Applied Learning (IVAL), SSDU will roll out a comprehensive range of programs including NSQF aligned diplomas, advanced diplomas, B.Voc degrees, and Recognition of Prior Learning (RPL) certifications. These offerings are delivered in hybrid formats and co-taught by academic faculty and vocational trainers, with seamless stackability into degrees. Content is drawn from existing SSDU departments, avoiding redundant hiring while expanding opportunity for diverse learner groups. The catalog is mapped to real-world roles across sectors such as agripreneurship, healthcare technologies, digital branding, AYUSH wellness etc. promoting seamless integration into the job market and addressing critical skill gaps across rural and urban contexts. In its early phase, IVAL will also offer short term RPL modules and certificate programs, enabling learners to acquire meaningful, employable

skills. IVAL is anchored in the same academic philosophy as SSDU's degree programs: holistic development, value-based skilling, and experiential rigor. On-site practice labs and apprenticeship-linked training will be developed in collaboration with the existing skilling hub at Sri Sri Rural Development Program Trust, ensuring that vocational excellence is embedded, scalable, and socially meaningful.

Research and innovation are embedded into Sri Sri (Deemed to be University)'s academic DNA. The university's research philosophy is neither narrowly commercial nor purely theoretical: it is society-facing, value anchored, and designed to address systemic challenges through ethical and interdisciplinary inquiry. SSDU is committed to becoming a knowledge-generating institution aligned with national development priorities and global sustainability benchmarks. A robust network of thematic research centers and faculty-linked labs will support inquiry across key domains such as consciousness studies, Indian Knowledge Systems, Ayurveda, sustainability, and ethical technology. These centers and labs will function as hubs for applied research, field immersion, and interdisciplinary collaboration, connecting faculty, students, and community stakeholders.

The Research, Innovation and Entrepreneurship Council (RIEC) will serve as the apex institutional body, guiding research strategy, funding, quality assurance, and ethical compliance. It will coordinate with faculty committees, ethics boards, and a centralized IP Cell to uphold academic integrity. The Sri Sri Center for Conscious Innovation and Entrepreneurship (SSCIE) will incubate ventures in wellness, sustainability, creative industries, and inclusive technologies. Doctoral programs will emphasize interdisciplinary research, while undergraduate and vocational learners will engage through credit-linked modules. International collaborations, open-access platforms, and a Digital Research Commons will enhance SSDU's global engagement. This integrated ecosystem will foster innovation-driven research, attract diverse funding, develop intellectual property, and nurture purpose-driven student and faculty initiatives for lasting societal benefit.

Sri Sri (Deemed to be University) envisions strategic partnerships and global engagement as foundational pillars of its development. Rooted in the ethos of India's civilizational wisdom and committed to educational innovation, SSDU adopts a multi-tiered partnership model across academia, industry, government, and civil society. Through its upcoming Office of International Engagement and Partnerships (OIEP), the university will activate collaborations that enable curriculum co-design, credit mobility, vocational certification, collaborative research, and joint faculty development. Global engagement will not be treated as an add-on but as an intrinsic commitment, with strategic focus on internationalization of curriculum, global immersion experiences, co-published research, interdisciplinary service learning, and global best practices in pedagogy and governance. SSDU's engagement with the Art of Living (AoL) network across 180 countries provides a unique foundation for building global immersion modules, dual-degree pathways, faculty residencies, and SDG-linked collaborations. The AoL International Centre in Bengaluru will serve as a living lab for cross-cultural dialogue, Indian Knowledge Systems (IKS), and sustainability learning. SSDU will launch international summer and winter schools, collaborative MOOCs, and immersive exchange programs, positioning itself as a global hub for conscious education, ethical innovation, and values-based leadership.

Nationally, SSDU will establish a robust engagement framework with ministries, public agencies, and statutory bodies. Its academic, research, vocational, and innovation initiatives will align with key national missions such as Digital India, Skill India, and Viksit Bharat 2047. SSDU will co-develop curriculum, pilot

policy models, and contribute to research in AI ethics, sustainability, and integrative health. These partnerships position SSDU as a policy-aligned institution advancing socially relevant innovation and national development goals. They are supported by a strong governance framework and tracked through performance indicators covering MoU execution, co-branded certifications, collaborative research, faculty mobility, and internship pipelines. Industry partners will work with SSDU to design NSQF-aligned credentials, establish labs and incubators, and host entrepreneurship bootcamps and innovation sprints; embedding real-world learning across the university's digital and vocational platforms.

SSDU's commitment to community engagement and social responsibility will be operationalized through the Center for Service Learning (CSL) and embedded across all programs. Rooted in the principle of *seva* (selfless service), this model aligns with SDG priorities and India@2047 goals. The engagement strategy focuses on four domains: inclusive human development and youth flourishing; regenerative livelihoods and rural resilience; cultural vitality and knowledge preservation; and ecological consciousness. Students will participate in service-learning modules, community entrepreneurship projects, and field-based research supported by CSL, IVAL, and AoL's social projects. These efforts are further woven into the curriculum through SDG-tagged minors, Value-Added Courses (VACs), and Living Labs. SSDU will also offer school-to-college bridge programs under SSGCDL Track C, delivering life-skills training to underserved learners. An institutional tagging and audit framework will track SDG alignment across all courses, projects, and internships, ensuring measurable community outcomes. Through this integrated approach, Sri Sri (Deemed to be University) aims to establish itself as a national model for value-based, community-anchored education grounded in equity, ethics, and impact.

Student life at Sri Sri (Deemed to be University) is anchored in the holistic philosophy of *vidya*: where learning is not only intellectual but also emotional, spiritual, and social. Designed to foster inner growth, collaborative leadership, and civic consciousness, the campus ecosystem cultivates a vibrant rhythm of practice, reflection, and engagement. Daily student life is enriched with yoga, meditation, and service-oriented activities that promote clarity, self-awareness, and well-being. Students shape campus life through councils, peer networks, and initiatives in arts, sustainability, and innovation.

The Center for Student Well-being (CSWB) offers integrated support through counseling, wellness workshops, and emotional literacy modules. Statutory committees safeguard a culture of care, equity, and accountability, while structured career services provide mentoring for entrepreneurship, competitive exams, and placements. Admissions follow a "merit with meaning" philosophy, offering flexible pathways for learners from diverse backgrounds, including portfolio-based and RPL-enabled options. SSDU's outreach spans rural, urban, and global communities, with tailored programs for first-generation learners and SSRVM school graduates. Alumni will remain engaged through mentorship, co-learning platforms, and global service initiatives, affirming SSDU's vision of lifelong partnership grounded in growth, contribution, and shared purpose.

Sri Sri (Deemed to be University)'s infrastructure vision reflects a conscious integration of tradition, technology, sustainability, and learner-centric design. In the initial phase (2026–28), the university will operate from shared facilities within the SSRVM Ayurveda College and the broader Art of Living International Centre, including classrooms, labs, seminar halls, hostels, and wellness infrastructure. This co-utilization ensures cost efficiency and early academic readiness while aligning with SSDU's ethos of contemplative, ecological learning environments. From 2028 onward, the university will initiate new

construction of purpose-built academic blocks, a digitally integrated University Library, modular digital studios for SSGCDL, and gender-sensitive hostels: all based on vastu and climate-responsive architecture. These spaces will evolve to support community life, experiential learning, and Indian Knowledge Systems, with cultural zones, sports infrastructure, living labs, and digital collaboration hubs at their core.

Sri Sri (Deemed to be University)'s ICT infrastructure is designed to be forward-looking and values-aligned, anchored in NEP 2020, and NDEAR. A cloud-based LMS, AI analytics, blockchain credentialing, and AR/VR tools will support academics, well-being, and lifelong learning. Smart classrooms, multilingual helpdesks, and mobile-first systems ensure digital equity. IoT-enabled energy systems and integration with SWAYAM, ABC, and Shodhganga will enhance functionality. Governance by a CIO-led ICT Cell will uphold compliance, cybersecurity, and ethical AI. With phased rollout and ongoing capacity building, SSDU will emerge as a model of digitally enabled, and ecologically conscious higher education.

Sri Sri (Deemed to be University)'s governance and financial architecture are designed to be ethical, future-ready, and deeply values-aligned. Its governance model is anchored in NEP 2020 and UGC's 2023 Guidelines for Deemed-to-be Universities, balancing academic autonomy with regulatory accountability. Statutory bodies such as the Executive Council, Academic Council, Finance Committee, and Planning and Monitoring Board ensure inclusive, transparent, and strategic decision-making. The governance philosophy is rooted in the civilizational principles of *seva*, *viveka*, *yogakshema*, and *vasudhaiva kutumbakam*; guiding all institutional processes. Academic integrity is safeguarded through structured councils like the Board of Studies, RAC, IQAC, and SVLC, while specialized governance cells oversee SSGCDL, IVAL, CTFL, and digital transformation. A robust leadership structure ensures accountability across statutory and strategic functions. Human resource development is holistic, with transparent policies, professional development, well-being programs, and values-based appraisal systems fostering a culture of conscious leadership.

SSDU's financial model is grounded in principles of sustainability, affordability, transparency, and mission alignment. Revenue will be diversified across tuition fees, online programs, CSR partnerships, grants, executive education, and alumni entrepreneurship. The financial strategy includes a phased approach: lean and philanthropic in the early years, diversifying mid-phase, and fully self-sustaining by 2041. Cost efficiency is achieved through shared infrastructure, optimized staffing, and technology-enabled systems. The Finance Committee and designated Finance Officer ensure rigorous financial oversight. Endowment and reserve funds will support long-term resilience and intergenerational equity. Every rupee is deployed with purpose, accountability, and impact. SSDU's integrated governance and financial roadmap not only ensures institutional integrity and resilience; it reflects its deeper commitment to service, sustainability, and spiritually grounded nation-building.

Sri Sri (Deemed to be University), Bangalore, is a nationally strategic and globally relevant institution conceived from inception as a model "Distinct Category" university under UGC guidelines. It stands at the confluence of ancient Indian wisdom and frontier innovation, offering an academic, cultural, and operational blueprint that is profoundly original, future-oriented, and rooted in India's civilizational ethos. Sri Sri (Deemed to be University)'s academic design integrates Indian Knowledge Systems; Sanskrit, Ayurveda, Yogic Sciences, Vedic Philosophy, Consciousness Studies not as peripheral disciplines but as

core domains of scholarship. Simultaneously, it advances strategic fields such as AI, Sustainable Agriculture, Neuroscience, Integrative Health, and Water Science. This unique blend of heritage and innovation defines SSDU's approach to teaching, research, and societal relevance.

In direct response to national priorities, SSDU operationalizes modular, skilling, and digital access models through the Institute for Vocational and Applied Learning (IVAL) and Sri Sri Global Center for Digital and Lifelong Learning (SSGCDL). These platforms enable credit-based, community-linked, and digitally enriched learning pathways across life stages, supporting NEP 2020, India@2047, Skill India, and Viksit Bharat imperatives. As a custodian of India's cultural and linguistic heritage, SSDU embeds values-based education into every dimension of institutional life. Its pedagogy emphasizes contemplative practices, ethical clarity, and experiential learning through seva (selfless service), nature immersion, and ethical leadership modules. Programs in Sanskrit and multilingual literacy further contribute to India's knowledge continuity.

SSDU also leads in environmental and spiritual stewardship. The university integrates ecology, sustainability, and wellness into curriculum, campus design, and community practice. Its green architecture, spiritual rhythms, and rural outreach position it as a living laboratory of environmental ethics. Through this integrated vision: academic, vocational, digital, spiritual, and societal Sri Sri (Deemed to be University) does not merely comply with UGC's "Distinct Category" mandate; it exemplifies it. It is a conscious, comprehensive, and scalable model of 21st-century Indian higher education.

Ultimately, Sri Sri (Deemed to be University) is far more than an educational institution: it is a national resource, a global beacon, and a moral force in an era that demands new models of learning, leadership, and living. It represents not just a proposal for a new university, but a proposal for a new kind of university: one that is technologically advanced and ethically grounded, civilizationally rooted and globally aspirational. From Indian Knowledge Systems to Artificial Intelligence, from sustainable farming to international diplomacy, from ancient mantras to modern medicine, SSDU embodies India's full spectrum of wisdom and possibility. It prepares students not just to earn, but to elevate; not just to lead, but to serve. It aspires to produce not mere degree holders, but visionary citizens. Not just employees, but ethical entrepreneurs. Not just researchers, but seekers of truth.

In a time when education risks becoming transactional, Sri Sri (Deemed to be University) offers a different path: one grounded in inner awakening, social responsibility, and spiritual clarity. Its unwavering commitment to excellence, equity, ethics, and enlightenment positions it not only as relevant to India's future, but essential to it. SSDU does not merely comply with NEP 2020: it embodies its essence. With its integrated vision of whole-person education, national development, and global leadership, Sri Sri (Deemed to be University) stands ready to shape the next chapter of India's educational renaissance. It is a university not only of the future but for the future: and through its living model of conscious learning and societal impact, SSDU reclaims the deeper purpose of education itself.