

# 17<sup>th</sup> AUAP

GENERAL CONFERENCE 2024

## SPONSORSHIP PROSPECTUS



*igniting minds; changing lives*





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## INVITATION FROM PRESIDENT, AUAP

I am delighted to extend an invitation to you for the 17th AUAP General Conference, themed "The Paradigm Shift in Higher Education: Values for Life," scheduled to take place from November 18 to 20, 2024, at Jagran Lakecity University in Bhopal, Madhya Pradesh, India.

As the landscape of higher education undergoes rapid transformation, the integration of artificial intelligence, the enhancement of industry-academia partnerships, and the promotion of entrepreneurship development have emerged as critical areas of focus. This conference presents an exceptional opportunity to examine these vital topics and their impact on shaping the future of education and personal growth.

I encourage you to join us for this crucial dialogue as we explore innovative strategies, share research outcomes, and establish valuable partnerships to propel higher education forward on a global scale.

I eagerly anticipate your participation and the insights you will bring to the conference.

Best wishes,

**Dr. Md. Sabur Khan**

President, AUAP

& Founder & Chairman,

Daffodil International University, Bangladesh





## INVITATION FORM

### FIRST VICE PRESIDENT, AUAP & CHANCELLOR, JAGRAN LAKECITY UNIVERSITY, BHOPAL, INDIA

Dear Esteemed Participants,

I am glad to invite you to our upcoming 17th AUAP General Conference on the theme "The Paradigm Shift in Higher Education: Values for Life" which will be hosted in Bhopal, India by Jagran Lakecity University from 18th to 20th November, 2024. This transformative event will delve deep into the evolving landscape of higher education and explore the crucial role of values in shaping the future of learning and personal development through higher education development.

Jagran Lakecity University is committed to ensuring that this conference provides a forum for networking, collaboration, and the exchange of best practices among the members of AUAP. We are confident that your participation will greatly enrich the discussions and contribute to the success of the event.



The 17th AUAP General Conference is going to be held in India for the first time in the history of AUAP. India is a diverse and multi-culture beautiful country with much to explore. You are kindly invited to participate in the conference.

We look forward to your active participation and contributions at the conference, as together we explore the paradigm shift in higher education and the values that empower life and living.

Warm regards.

**Hari Mohan Gupta**

First Vice President, AUAP

Chairman, AUAP Quality Assurance Committee

Chairman, AUAP Communication Committee

Chairman, AUAP Financial Task Force

Chancellor, Jagran Lakecity University, India



## INVITATION FROM SECRETARY GENERAL, AUAP

Dear Colleague,

I have the privilege of inviting you to the forthcoming 17th AUAP General Conference on 18-19-20 November 2024 at Jagran Lakecity University, Bhopal, Madhya Pradesh, the very heart of India on the theme, The Paradigm Shift in Higher Education: Values for Life.

The AUAP General Conference presents a unique opportunity for the Universities and the higher education service providers in the Asia Pacific region to a transformational event to meet, greet, and interact in the fastest growing, one of the most dynamic and happening regions of the world where the shape of things to come will define not only the higher education landscape in the region but also the world. Please join hands and be a changemaker in playing a crucial role in these times of technological innovations, and artificial intelligence where values and ethics will shape the future of learning, personal development, and higher education in making our world a better place.





I must mention that the Association of the Universities of Asia Pacific (AUAP), set up at the behest of UNESCO in 1995 represents one of the world's largest and most dynamic regions. It has been quite a journey for us throughout the years the original purpose of AUAP from being a partnership for universities in this most dynamic region of the world to a conduit to bring international educators together, both within the Asia Pacific and also to connect the region to the rest of the world. In more recent years we are pleased to add a focus on the United Nations Sustainable Development Goals (SDGs) and the Global Compact. It is our privilege to be part of a most diverse region, with unique cultures, histories, perspectives, and experiences. It is an honour to be able to share and learn through the annual AUAP Conference and Exhibition over the years, encouraging mutual sharing of ideas and collaborating for sustainable impact for developing partnerships across the Asia Pacific.

At a time when higher education stands at a critical crossroads, we are compelled to adapt to rapid societal changes, technological advancements, and the demand for a more holistic approach to education. No wonder the traditional emphasis on knowledge is transforming to a more holistic perspective that recognizes the importance of values and ethics in shaping well-rounded individuals who can thrive and be changemakers in an ever-changing world. The paradigm shift in higher education where knowledge becomes critical coupled with the cultivation of morals and values for foundational character development and man-making to navigate the complexities of life for a better world. This Conference would be a much-awaited opportunity to enhance and update knowledge, share and learn best practices, and the latest research findings among the key global players, and establish lasting academic collaborations.

I warmly welcome you to be a part of the new-age higher education revolution, join the AUAP, and participate in the 17th General Conference to shape the future of the Asian Pacific region and the world.

With best regards,  
**Prof.(Dr.) Anoop Swarup**  
Secretary General AUAP

## ASSOCIATION OF UNIVERSITIES OF ASIA AND THE PACIFIC

The Association of Universities of Asia and the Pacific (AUAP), is an international organization established on the 28th of July, 1995; in the highest consultative status and recognition with UNESCO. Its main purpose is to be the leading platform for interaction, cooperation, and collaboration among the members and also to be an effective voice for universities in the Asia Pacific region.

Indeed AUAP has contributed immensely to the development, growth, internationalization, and sustainability of the Higher Education enterprise in the Asia Pacific region and the World.

In addition to assisting members and non-members to develop their inter-university networks and cooperation, a special program is also held at every annual conference that allows potential partners to sign a Memorandum of Understanding (MoU) with other chosen members. The activities of AUAP are immensely appreciated by the members and have proven to be very effective in internationalization, excellence in innovation and research, leadership programs, quality assurance, and also the University ratings being launched through our own unique assessment framework.

AUAP General Conference provides delegates with opportunities to connect, share best practice, and gain insights into innovative ways in which Asia-Pacific Universities are partnering across the region and across the world. The AUAP General Conference 2024 programm focuses on the impact of such collaborations on the sustainability of international education. 17th AUAP General Conference will be held at Jagran Lakecity University, Bhopal, India from 18th – 20th November, 2024.





## 17TH AUAP GENERAL CONFERENCE 2024 HOSTS

Jagran Lakecity University (JLU) Bhopal is a private university established under Section 2(f) of UGC Act 1956 and is based out of Bhopal, Madhya Pradesh.

JLU Bhopal is one of the fastest growing and one of the most awarded universities of Central India having practice-based pedagogy at its core. Currently, the university is offering 50+ degree programs to more than 2500 students from 8 countries and 27 states of India.

The university has numerous Partnerships with Top Industries and International Educational Institutes, ensuring the students get great exposure both nationally and internationally. JLU Bhopal is the only participating university from Central India ERASMUS+ programme under the Tuning India Project, funded by the European Commission and is also currently the country chair for Association of Universities of Asia Pacific (AUAP).

Jagran Lakecity University became the first university in MP & CG to be awarded the 'DIAMOND' rating by QS I-Gauge, an International Rating agency in June 2021. JLU was ranked 30th best private university in India by the Education World in 2021 and also got the E-Learning Excellence for Academic Digitisation (E-Lead) Certification 2020-21, by QS I –Gauge.

India Today and Outlook India, has ranked Jagran School of Journalism and Mass Communication, JLU Bhopal as No.1 in Madhya Pradesh and top 15 in India in 2020 and the University has been bestowed with several prestigious awards, such as 'University of the Year' by Government of Madhya Pradesh for consecutive five years from 2015 to 2019 and is recognized as a Global League Institution in 2015 at the House of Commons, London, UK



**2500+**

Students on campus

**500+**

CEOs and top professionals have interacted with JLU students

**42,000**

Books and online references

**1000+**

Research publications and books published so far

**232**

Acre campus with Hi-tech Creative & Practice Labs

**100+**

MNCs have recruited JLU students across all schools

**50+**

Professional degree programmes at UG, PG and Research level

**42**

International Universities as our Knowledge Partners

**10+**

Patents filed

**8**

countries represented in student population





## DESTINATION

### Bhopal, Madhya Pradesh, India

Known as the City of Lakes, Bhopal is the crown jewel in the heart of India, waiting to be unveiled. It hides in its folds a treasure trove of awe-inspiring palaces and forts, pristine landscapes and vibrant marketplaces. Being the only city to have been ruled by women – the Begums of Bhopal, the city's monuments weave stories never heard before. The tribal art, Mahakaleshwar and Bhojpur temples and the heritage sites of Bhimbetka and Sanchi provide an immersive cultural experience.

The architectural majesty of the city is only matched by the picturesque surroundings. Chequered with the hills and plateaus of the Vindhyas, the city is endowed with immense natural beauty and splendour. The rich biodiversity of the region, along with the natural and manmade lakes, lend to a host of adventures and recreational activities.







## VENUE INFORMATION

17th AUAP General Conference will take place at Taj Lakefront Hotel which is located at Bhopal overlooking the Upper Lake and just 25 minutes from the International Airport. The magnificent structure by the lake opens its doors to the world with 152 guest rooms, multi-cuisine and award-winning restaurants, recreation facilities, J Wellness Circle, modern meeting spaces, well-equipped conference rooms, and the city's largest banqueting facilities. Sitting by the lake, it is close to the Van Vihar National Park, Sanchi Stupa, National Museum of Mankind, Taj-ul-Masajid, the largest mosque in India and the 7th largest in Asia, and many such wonders of the city.

## HOTELS

Bhopal is an amazing blend of archaism and modernism. The city houses plenty of historical and natural landmarks which make it a place worth visiting. The abundance of hotels in Bhopal is a result of an increase in its tourism. You can always find a hotel in Bhopal to suit your accommodation needs. Special rates for 17th AUAP General Conference delegates are available at Hotel Taj Lakefront and Jehan Numa Palace Hotel. To secure these special rates, you must book through the Registration Link provided by AUAP Secretariat,

# 17TH AUAP GENERAL CONFERENCE 2024

## CONFERENCE THEME

Higher education stands at a critical crossroads, compelled to adapt to rapid societal changes, technological advancements, and the demand for a more holistic approach to education. The traditional emphasis on knowledge acquisition alone is gradually giving way to a broader perspective that recognizes the importance of values in shaping well-rounded individuals who can thrive in an ever-changing world.

The paradigm shift in higher education calls for a renewed focus on values that go beyond academic achievements. While knowledge remains essential, the cultivation of values forms the foundation for holistic growth, character development, and the ability to navigate the complexities of life. It is imperative to equip students with the skills, attitudes, and ethical principles necessary to become responsible global citizens, contributing positively to their communities and the world at large. This Conference is the platform to enhance and update knowledge, share the research findings among the global audience and establish academic collaborations



## AIMS AND OBJECTIVES

The Conference aims to promote Education, Teaching, Learning & Technology at global level by:

**Explore** the evolving role of higher education institutions in instilling values that empower individuals to lead purposeful lives.

**Examine** innovative approaches to integrating values education across diverse academic disciplines and curricula.

**Share** best practices and case studies highlighting successful initiatives that promote values-centered education.

**Discuss** the impact of technology and digital platforms on values-based learning and the ethical challenges they bring.

**Foster dialogue and collaboration** among educators, administrators, policymakers, and stakeholders to collectively shape the future of higher education.

**To raise** the awareness, advocacy, and support for the issues, trends, policies, and initiatives that affect the field of education and its stakeholders.

**Creating** the global knowledge exchange forum for innovative ideas, approaches to practice, policy & research that encourage further collaborations across the globe.



## CONFERENCE HIGHLIGHTS

The conference will feature an engaging line up of keynote speakers, panel discussions, workshops, and interactive sessions, providing a platform for rich knowledge exchange and networking opportunities. Renowned experts, scholars, and thought leaders from around the world will share their insights, research findings, and practical experiences on the following topics:

### SUB-THEME

1. **Rethinking the Role of Values in Higher Education:** Towards a Holistic Approach
2. **Integrating Values Education in Curricula:** Strategies & Implementation Challenges
3. **Technology and Ethics:** Navigating the Digital Frontier
4. **Developing Global Citizens:** Social Responsibility & Cultural Awareness
5. **The Educator's Role:** Fostering Values in Teaching and Mentoring
6. **Education & Learning:** Unlocking Opportunities for All
7. **Enriching Education:** Authentic experiential learning, engaging students, and the expansion of the classroom.
8. **Fostering Sustainable Education:** Leveraging the Educators Role in bringing Sustainability in the educational practices and Internalization of Curriculum.
9. **Global Discourse:** Dialogue to reassess the educational Practices, trends, and Issues across the various cultural context.
10. **Educational Renaissance:** Rethinking the educator's role in fostering the empathy and building a peaceful and inclusive societies.

## FORMAT OF PRESENTATIONS

### Workshops

- Up to 45 minutes, with a maximum of 10-12 minutes presenting
- Interactive session, focusing on participants contributing and engaging with the topic of the session

### Poster Presentations

- 8-10 minutes
- Individual or co-presented presentations

### Paper Presentations

- 8-10 minutes
- Individual or co-presented presentations

# 17TH AUAP GENERAL CONFERENCE 2024 SCHEDULE

**Day 1: Monday, 18th November 2024**

Time	Program
All Day (AM & PM)	Pick up from Airport and transfer to check-in at the Taj Lakefront Hotel, Bhopal
9:00 AM - 1:00 PM	Registrations & Kit Distribution
1:00 PM – 2:30 PM	Lunch
2:30 PM	Shuttle Bus leaves from hotel to Jagran Lakecity University
2:30 PM – 4:00 PM	Local Sightseeing
4:00 PM – 5:30 PM	The 17th AUAP General Assembly Meeting & The 56th AUAP Executive Board Meeting Agenda: Election and Declaration of results
5:30 PM – 7:00 PM	Welcome Reception
7:00 PM – 9:00 PM	Dinner Venue: Jagran Lakecity University, Bhopal
9:00 PM	Return to Taj Lakefront Hotel

# 17TH AUAP GENERAL CONFERENCE 2024 SCHEDULE

Day 2: Tuesday, 19th November 2024

Time	Program
7:30 AM – 8:00 AM	Breakfast at the Hotel
8:00 AM – 9:00 AM	Opening Ceremony & Welcome Remarks , Venue: Taj Lakefront Hotel
9:00 AM – 9:30 AM	Keynote Speaker 1
9:30 AM – 10:00 AM	Keynote Speaker 2
10:00 AM – 10:30 AM	Keynote Speaker 3
10:30 AM – 11:00 AM	Keynote Speaker 4
11:00 AM – 11:30 AM	Coffee Break
11:30 AM – 12:00 PM	Keynote Speaker 5
12:00 PM – 12:30 PM	Keynote Speaker 6
12:30 PM – 01:00 PM	Keynote Speaker 7
1:00 PM - 2:00 PM	Lunch
2:00 PM - 3:00 PM	Panel Discussion 1
	Moderator: To be announced
	Invited Speaker 1: To be announced
	Invited Speaker 2: To be announced
3:00 PM - 5:00 PM	Invited Speaker 3: To be announced
	Guest Speakers 1– 15      3 Break Rooms      Moderators: To be announced
	High tea
5:40 PM – 7:00 PM	Inauguration Ceremony
7:00 PM – 9:00 PM	Gala Dinner
9:00 PM	Return to Taj Lakefront Hotel



# 17TH AUAP GENERAL CONFERENCE 2024 SCHEDULE

Day 3: Wednesday, 20th November 2024

Time	Program
7:30 – 8:00 AM	Breakfast at the Hotel
8:00 AM	Shuttle Bus leaves from hotel to Jagran Lakecity University
9:00 AM – 10:30 AM	MoU Signing Ceremony
10:30 AM – 12:00 PM	Visit to Jagran Lakecity University & Campus Tour
12:00 PM – 1:00 PM	Closing Ceremony of 17th AUAP General Conference
1:00 PM – 2:30 PM	Lunch
2:30 PM	Return to Taj Lakefront Hotel
3:30 - 5:30 PM	Optional Local Sight Seeing & Departure   Drop at Raja Bhoj International Airport, Bhopal

## SPONSORSHIP LEVELS

To achieve a sponsorship level, sponsor items to the value of that level. For example, items to the value of \$6,000, qualifies you for Diamond Sponsorship status. Note: Platinum and Gold Sponsorship status may be attained through either sponsoring items to the value of \$3,500 and \$2,000 or payment of \$3,500 and \$2,000. For those seeking more than Diamond, a tailored “Diamond Plus” package can be created. Please contact us to discuss the possibilities.

Benefit	PACKAGE (*USD)		
	Diamond	Platinum	Gold
	6000	3500	2000
logo in various key locations: 1. Conference website 2. Sponsor board at venue 3. Screen at major plenary sessions	√	√	√
Profile on conference website	Full Profile	Half Profile	Brief Profile
Holding screen of presentation session	Short video	Logo	Logo
Opening ceremony with keynote	√	---	---
Closing ceremony with keynote	√	√	---
"Sponsor" lables for name badge	√	√	√
"Sponsor" lables for souvenir	√	√	---
Complimentary conference registration*	"4 persons (2 rooms)"	"2 persons (1 rooms)"	"1 person (1 rooms)"