

PURDUE UNIVERSITY  
OFFICE OF ENGAGEMENT (GLOBAL ENGAGEMENT)  
AN AGENDA FOR ENGAGING WITH INDIA

Preamble

As the world's largest democracy, India has been experiencing tremendous growth in its intellectual capital and the concomitant demand for productive utilization of that capital. The country boasts some of the finest minds in science and technology at the cutting edge of invention and innovation. Simultaneously, India has also been pushing the limits of its capacity for creating public good so as to meet the country's demand for advancing social mobility. This is a very daunting task indeed, given India's population of 1.2 billion, second only to that of China. Particularly, the scalability of initiatives in India to gainfully impact the vast majority of its population has proven to be extremely challenging.

As a world-class university, Purdue is well known in India for its reputation in, and capacity for, science and engineering research and the resulting economic development. Purdue has educated a large number of people from India, many of whom are in key positions in India's government, business, industry, and academic settings. As such, India is poised with great connections for Purdue to strategically engage with public and private organizations—to collaboratively advance research, education, and economic development—thus helping to increase the ability of this largest democracy to meet the demands of its people.

Of particular significance is the integration of benefits to Indiana as Purdue conceives its global engagement initiatives. When conceived with clear agendas, value propositions for both sides, and appropriate resource partnerships, such engagement is seen as a 'win-win' prospect for India, Purdue, and the state of Indiana. To this end, Purdue has already been engaged in such activities, often in limited and preliminary ways, involving the Colleges of Agriculture and Engineering among others. Such initiatives across selected partner countries will position Purdue as a 'world-grant' university, and not just a land-grant, in the 21<sup>st</sup> century.

The agenda that follows articulates Purdue's institution-wide strategy for engaging with India that was developed from brainstorming discussions with a cross-section of interested faculty (a list of participants in the discussions is provided at the end of this document). As such, this agenda will reflect Purdue's commitment and support at the university-level. It should be noted that this agenda will not preclude other initiatives at college or department levels undertaken with respective commitment and support. Such other initiatives will, however, be expected to be consistent with Purdue's overall strategies in global engagement, and not clash with Purdue's institution-wide agenda for engaging with India.

## Recent Context

The recent U.S.-India Higher Education Summit held October 13, 2011 in Washington, D.C., articulated the context for engagement with India. Convened by Secretary of State Hillary Clinton and Human Resources Development Minister Kapil Sibal, this Summit drew participants from the highest levels of both governments, university presidents and vice chancellors, and leaders in education. Any engagement efforts will need much patience, sustained interest, deeply committed faculty champions, and new models of institutional/infrastructural support. Our efforts will be most successful if they deal with:

- Meaningful research collaborations involving highly regarded and committed faculty;
- Innovation and excellence of educational content; and
- Scalability as a means to providing affordable and sustainable access for a staggeringly large population

Leaders from India made it clear that they would be looking to the U.S. for strong technical content, distinguished faculty visits, and university interdisciplinary R&D activities.

## Dimensions

Strategically, the dimensions of engaging with India will include initiatives in education, research, and economic development that will be conceived holistically in keeping with Purdue's *'New Synergies'* strategic plan. Specifically, each initiative will be anchored to a focus involving a major and critical partnership based on the purpose and opportunities associated with the initiative. These partnerships may include academic institutions, research institutions, and business/industry organizations—in public as well as private settings.

The value propositions to be offered by any such initiative should include gainful impact on Purdue and the state of Indiana by demonstrating:

- Research that contributes to Purdue's research agenda and improves research capacity in India
- Education that enhances Purdue's intellectual contribution and expands access to advanced education in India
- Business/economic development that benefits both India and the state of Indiana

How does Purdue develop an agenda using this premise? Driven by faculty interest, there already are several preliminary initiatives and proposals that involve research and educational partnerships in India (Colleges of Agriculture, Engineering, Management). Additionally, interest has been expressed in forging industrial partnerships to benefit economic development. These (and other opportunities) can serve as springboards for Purdue to craft and execute short- and long-range initiatives. It would be strategic for Purdue to engage with a limited number of strategic partner institutions/organizations (as the 'anchor' points) in India to avoid dilution of effort, and to maximize the return on investment. In many cases, the 'anchor' points represent gateways which can allow access for broader future interactions.

## Agenda

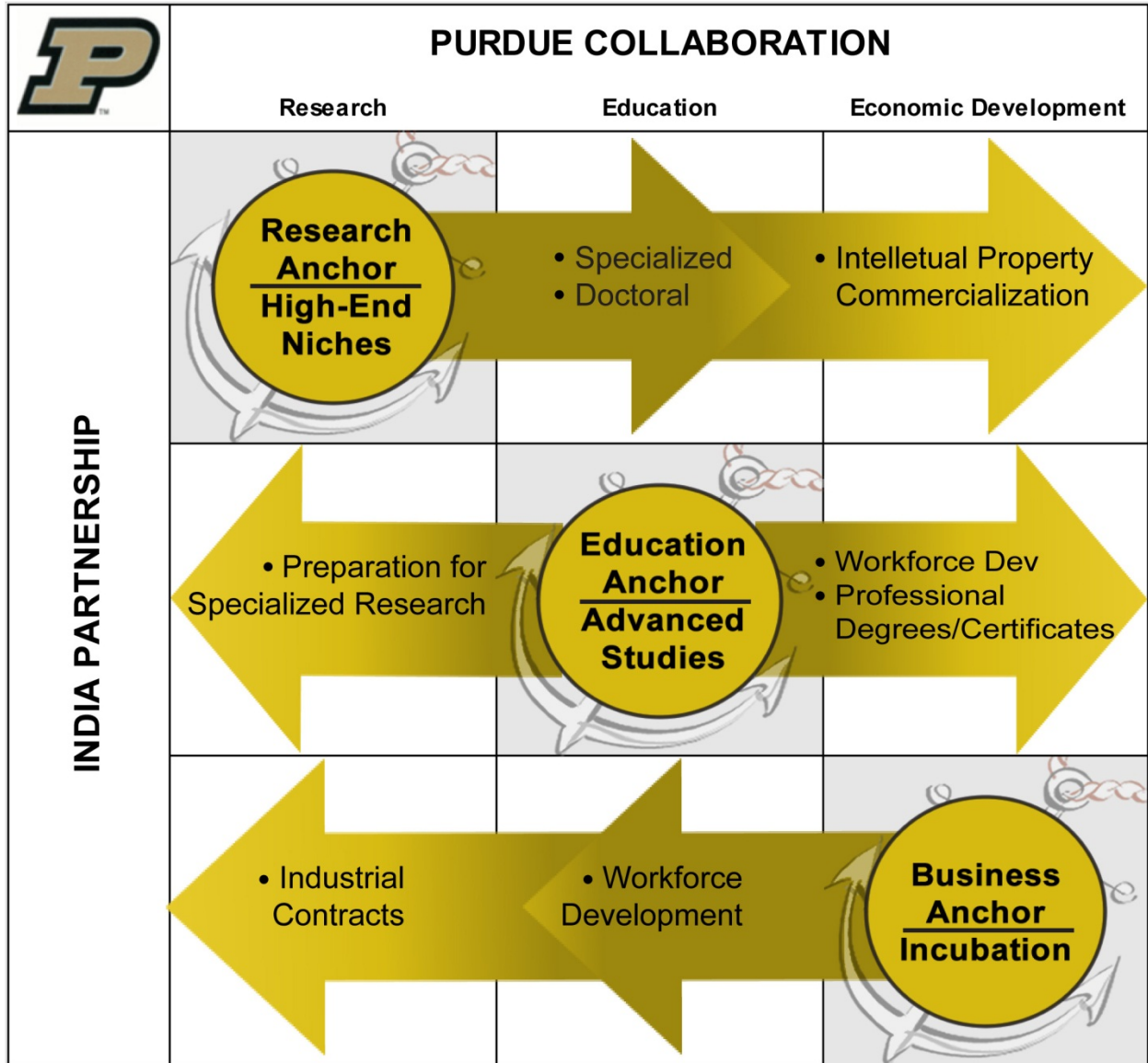
Based on the context and premise described above, the initiatives that would be most promising as a start toward engaging with India include:

- **Research 'Anchor': Strategic Partnerships with Selected Research Institutions**  
This will engage in focused high-end research collaboration toward generating intellectual property, increasing research capacity, and related workforce development.
- **Education 'Anchor': Strategic Partnerships with Selected Institutions of Higher Education**  
This will contribute toward increased access to advanced and specialized education, expanded international learning opportunities, and thus, greater capacity for social mobility.
- **Business 'Anchor': Strategic Partnerships with Selected Industrial Organizations**  
This will explore business development opportunities with a view to expanding and attracting business investment in Indiana, and growing opportunities in India.

To develop an effective presence in India to facilitate collaboration, a liaison partnership in India is needed. This partnership in India will function as a proactive agent of Purdue in advancing Purdue's agenda while exploring critical resources that can address and further expand the initiatives. This scope of this partnership will be expected to include public and private funding agencies in India, in Indiana (including the Indiana Economic Development Corporation), and in the U.S./global community.

The contextual relationships and the interrelationships of these initiatives are summarized in the illustration below. The overall responsibility for management and accountability for these initiatives will reside in the Office of Engagement (Global Engagement), in consultation with the Chief Global Affairs Officer and the Purdue University Global Council.

*Engaging with India — 'Three Anchors'*



## **Roundtable Discussion Participants**

Abhijit Deshmukh

Al Rebar

Ananth Iyer

Angela Diaz

Anil Bajaj

David Ayers

David Janes

Gabriela Weaver

George McCabe

Jay Gore

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Jonathan Harbor

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