



## International Strategy of the Year

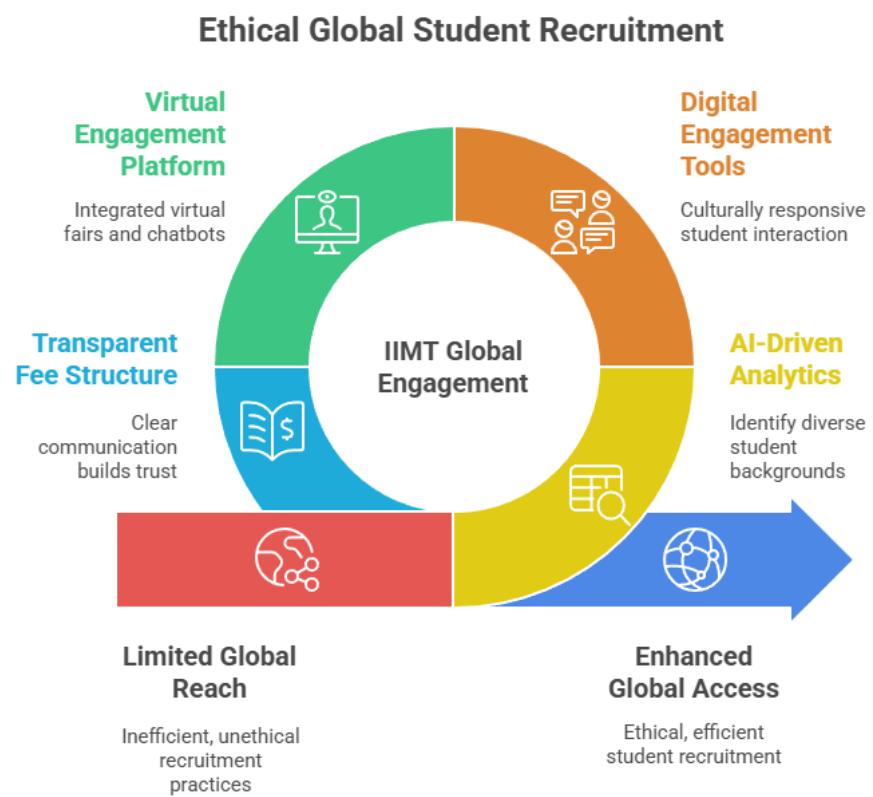
Empowering Global Access through  
Innovative and Inclusive Internationalization

## "IIMT University: Empowering Global Access through Innovative and Inclusive Internationalization"

### Innovative and Unique Approach

IIMT University's international strategy is uniquely positioned at the intersection of advanced technology, inclusivity, and ethical recruitment. Through utilization of AI-driven data analytics and culturally responsive digital engagement tools, IIMT identifies and engages prospective students from diverse socio-economic backgrounds, with a strong focus on low-income nations. Our innovative "IIMT Global Engagement Platform" integrates virtual fairs, multilingual AI-powered chatbots, and real-time application tracking, reducing application processing time by 30% and significantly enhancing student experience.

We place paramount importance on transparency and ethical standards. Scholarship and fee structures are communicated clearly, fostering trust and long-term engagement. This approach sets a new benchmark in the sector for responsible international recruitment, ensuring equal opportunity for talent worldwide while maintaining academic excellence standards.



## Overseas Operations and Institutional Partnerships

IIMT University has established a robust global network, formalizing partnerships with 27 universities and research institutions across 15 countries spanning South Asia, Africa, Latin America, and the Middle East. Our portfolio includes 6 dual degree programs and 4 joint research centers focusing on interdisciplinary domains like sustainable development, digital education, and healthcare innovation.

Central to our overseas operations is the “IIMT Global Equity Scholarship” program. In 2024-25, the university awarded over INR 15.6 crore in scholarships, benefiting students from 19 low-income countries such as Bangladesh, Nepal, Ethiopia, and Nigeria. These scholarships cover comprehensive costs — full tuition, accommodation, and stipends averaging INR 12,000 per month — ensuring that financial barriers do not impede academic aspirations.

Our International Relations Office is pivotal in managing these partnerships, employing digital collaboration tools like Microsoft Teams and Slack to maintain daily, real-time communications with international staff and partners across multiple time zones. Frequent joint strategic planning sessions, co-hosted academic events, and faculty exchange programs nurture sustainable collaborations. Since inception, these programs have facilitated seamless academic mobility, many international students engaging in dual degrees and joint research initiatives.

## IIMT University: Global Operations and Partnerships

Characteristic	Partnerships	Scholarship Program	International Relations Office
Focus	Academic and research collaboration	Financial support for students	Managing global partnerships and communication
 Scope	27 institutions, 15 countries	19 low-income countries	Global, across multiple time zones
 Activities	Dual degrees, joint research, faculty exchange	Tuition, accommodation, stipends	Digital collaboration, strategic planning, events

## Impact on Global Profile and Financial Position

IIMT's strategic internationalization has delivered significant advancements in global visibility and institutional prestige. The university has achieved rank among top 50 India's private universities per the National Institutional Ranking Framework (NIRF), and recognized awards in innovation highlight IIMT's leadership in international education.

Partnership-linked research grants increased by 13%, fueling interdisciplinary projects aligned with global priorities.

The university's endowment fund grew by INR 10 crore, a result of strategic philanthropic engagement and global alumni contributions, strengthening IIMT's financial sustainability and enabling reinvestment in academic infrastructure and digital innovation.

## Strategic Internationalization Boosts IIMT



## Evidence of Strategy Effectiveness and Clear Outcomes

- **International Enrollment:** Over 50+ international students enrolled in 2024-25, including 25 on scholarship or freeship from 19 low-income countries. International enrollment saw a 40% increase year-over-year.
- **Student Retention and Success:** Retention and graduation rates among scholarship recipients surpass 90%, with many advancing to competitive postgraduate research programs within IIMT and partner institutions.
- **Academic and Research Collaboration:** Faculty exchange initiatives expanded tenfold in three years, resulting in 35 high-impact joint publications and numerous international conference co-hosting events.

- **Operational Resilience:** During the COVID-19 pandemic and subsequent geopolitical shifts, IIMT swiftly adopted hybrid teaching models, flexible deferral policies, and expanded mental health and wellbeing support, improving international student satisfaction scores by 15%.
- **Community Impact and Alumni Engagement:** IIMT's global alumni network exceeds 110,000 active members across 36 countries. Alumni chapters actively participate in recruitment drives, mentoring, and fundraising, amplifying the university's international brand and strategic goals.



## Brand Establishment and Communication

IIMT's targeted digital marketing campaigns utilize localized content, social media influencers, and authentic alumni storytelling in relevant languages to deeply connect with prospective students and partners. Consistency in messaging is ensured via close coordination with overseas offices and partner institutions, grounded in data analytics that continually refine outreach effectiveness.

This comprehensive and impactful international strategy exemplifies IIMT University's commitment to inclusive, innovative, and sustainable global education. The strategy has enhanced academic mobility, fostered meaningful partnerships, expanded financial autonomy, and elevated the institution's global stature while fulfilling its mission of educational equity.

## IIMT's Global Strategy



### Digital Marketing

Targeted campaigns using localized content and influencers



### Alumni Storytelling

Authentic narratives to connect with prospective students



### Messaging Consistency

Coordinated communication across global offices



### Data Analytics

Refining outreach through data-driven insights



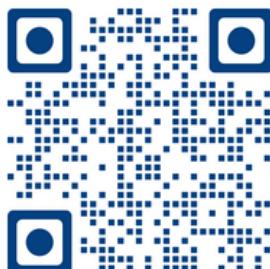
Transforming Education System, Transforming Lives



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