

## **Strengths of Sri Sri University (SSU) include:**

- A strong global brand through Art of living and its founder as also Life Time President of SSU, which attracts key stakeholder groups. It promises the same quality and range worldwide as Art of living has done.
- Its vision 'to create real people, a better life and cheerful personality in its students'
- A strong concept based on offering a wide range of well designed, functional education at affordable prices
- A 'democratic design' reaching an ideal balance between function, quality, design and price.
- Influencing practice here and now
- Robust in soft skill development
- Increasing use of best of east with great of west wisdom.
- 'Smarter' use of technology.
- Volume commitments to create critical mass of students and teachers for optimal visibility, cost and quality.
- Simple living and high thinking coupled with economies of scale.

These strengths contribute to SSU being able to attract and retain its intellectual critical mass. One way SSU measures its strengths is the use of Key Performance Indicators (KPI). KPIs help SSU to assess the progress of its vision and long-term goals by setting targets and monitoring progress towards these. Learn, Lead and Serve mission defines the social and environmental requirements SSU expects of its students. SSU has strengths right through the labyrinth of its academic processes.

SSU uses its strengths to take advantage of the opportunities that arise. SSU believes that its environmentally focused education conduct will result in good academic ROI. There is a true academic excellence potential for SSU in providing educational edifice that enable students to live a more sustainable life in society. Some of the opportunities that SSU takes advantage of through its sustainability agenda are:

- A growing demand for newer and innovative higher education programs
- A growing demand for affordable education. Trends in the current financial climate may result in students scaling down from more expensive institution seeking value for investment.
- Demand for reduced payback period with increased employability footprints.
- Studying in a green environment with spirituality and natural integration of health and wellness initiatives.
- Making students conscious of their responsibility as corporate and sovereign citizens.

## **Weaknesses of Sri Sri University (SSU) include:**

SSU has to acknowledge its weaknesses in order to improve and manage them. This can play a key role in helping it to set objectives and develop new strategies. SSU's weaknesses may include:

- The size and scale of its connectivity in the Art of Living world. This could make it hard to standardize. It may pose periodic variances to control working conditions.
- The need for affordability has to be balanced against good quality academics harnessed from best available global talents and resources. SSU also needs to differentiate itself and its academics from peers based on its well-known moorings, which may take some time for the society to appreciate. SSU believes there is no compromise between being able to offer good quality academics and affordability but this has to be conveyed in practice, which will take some time in reality.
- SSU needs to keep good communication with its students and other stakeholders about its untested innovative activities. SSU wants them to happen more by demonstration and word of mouth rather than commercial advertisements, which is the order of the day. This lack of ad visibility may be perceived as a weakness of SSU.
- Social trends such as the slowdown in certain core higher educational activities may create a situation for posturing of SSU, which may require intermittent rebalancing of its financial budgeting and pace of implementation.
- Market forces more edupreneurs entering the undifferentiated higher education field. SSU needs to reinforce its unique qualities to remain afloat during this period of instability in market place.
- Students and parents have very high expectations from SSU but often invoke the compassion and social concern of its promoter Sri Sri Ravishankar to get free services, which may not be possible in such large scale at least in short run.

SSU addresses these issues in many ways. It manages weaknesses and threats to create a positive outcome. It is sensitive to social trends, market forces and economic factors while traversing its avowed path. SSU's passion combines academic design, affordable cost, economical use of resources, and responsibility for people and the environment apart from its known spiritual moorings designed to succeed in life as a true global citizen with human aspirations. SSU seeks to promote a truth that being sustainable and responsible is not just good for SSU and its stakeholders, it is also good for higher education and quality academics.