Basis
It must form the basis for knowledge creation and innovation thereby contributing to a growing national economy.

Purpose
Purpose of quality higher education is more than the creation of greater opportunities for individual employment. It is about the development of an enlightened, socially conscious, knowledgeable, and skilled nation.

Key
Represents the key to Vibrant, socially engaged, cooperative communities and happier, cohesive, cultured, productive, innovative, progressive, and prosperous nation.