



Chhatrapati Shahu Ji Maharaj University Kanpur

(FORMERLY KANPUR UNIVERSITY, KANPUR)

Policy

for

University Outreach

University Outreach Policy

CSJMU, Kanpur, Uttar Pradesh

1.0 Definition of terms

Unless, otherwise specified within this context, the following words shall have the following meanings:

1.1 “Community Engagement” means all negotiated, active and dynamic partnerships between the University and the community it serves, which are practised through varied initiatives focused on the interlace of research, teaching and learning aimed at addressing the social, cultural and economic development objectives of society.

1.2 “Community Partnerships” means mutually beneficial university-community relationships where each partner enters on equal bases and the interaction is guided by institutional objectives.

1.3 “Community” means any group or organization(s) of people outside the internal university stakeholders involved in an interaction at any given moment.

1.4 “Extension” The process and medium of delivery of officially sanctioned internally generated new knowledge or information to the recipients other than members of the university

1.5 Knowledge means acquaintance with facts truth principles as from study or research

1.6 “Outreach” means the function of applying academic expertise for the direct benefit of external audiences in support of the University mission.

1.7 “Policy” means the Community Outreach Policy and Set of plans or actions agreed on by university or a set of ideas or principles which are sensible or wise

1.8 “University” means the Chhatrapati Shahu Ji Maharaj University, Kanpur, Uttar Pradesh

2.0 List of Abbreviation and Acronyms

CSJMU	Chhatrapati Shahu Ji Maharaj University, Kanpur, Uttar Pradesh
V. C.	Vice Chancellor
F.O.	Finance Officer
NGOs	Non Governmental Organizations

3.0 Background: Located in one of the biggest industrial metropolis of state of Uttar Pradesh, Chhatrapati Shahu Ji Maharaj University stands as a hallmark of higher education. It is an educational community where students of

Various religious and cultural backgrounds study and work together in a congenial atmosphere. The university is geared to provide maximum scholastic benefit to each individual student.

Chhatrapati Shahu Ji Maharaj University, Kanpur has been on the map of higher education for more than five decades. Established in 1966, it has not looked back, now it has 952 affiliated colleges in 11 districts. Spreading over a campus of 264 acres, the university is booming with academic activities. The university seeks to contribute to student education through curriculum design, the development of new courses and the application of a forward looking and innovative teaching methodology. Kanpur, the industrial capital of U.P. and commonly known as the Manchester of Northern India has had a very eventful history. It has contributed much to the growth and economic development of the country. Equally memorable and inspiring is its role in the first Indian War of Independence.

During its long history, Chhatrapati Shahu Ji Maharaj University has imparted education to hundreds of thousands of students who are providing their services as Doctors, Engineers, Social workers, Industrialists and in various other sections of the society. The students work as ambassadors of the university and several of them have earned fame in their respective fields owing to their dedication and hard work.

3.1 Vision: To improve the value of the life of rural people by meeting their rudimentary needs of the present without compromising the ability of the future generations through participative planning and implementation of sustainable practices and improving the quality of life and economic well-being of people living in the rural area.

3.2 Mission: Our institution inculcates social value and responsibilities to the faculty members and volunteers by imparting extension activities in the neighbourhood for holistic development of the society. Through extension and outreach programs, we sensitize the students to develop social values, widespread their responsibilities and knowledge in societal issues and problems by making them to involve with the community people.

3.3 Policy Purpose

The purpose of Community Outreach Policy is to strengthen UniK's connection(s) to the key cultural, educational, social, economic, religious and civic institutions as well as support student internships, service opportunities, research and other collaborations through targeted outreach initiatives and joint projects involving staff, students and the community.

3.4 Aims and Objectives of the Policy

The Policy aims and objectives shall be to: -

- (a) Develop and advance community partnerships which benefit the community under the following interventions:
 - Initiate new and strengthen existing service learning events, co-curricular activities and outreach programmes;
 - ii) Build and develop outreach opportunities for staff and students to engage the community in advocacy; and
 - iii) Develop and implement community- based skills programmes.
- (b) Foster community relationships and maximize resources by actively partnering with community organizations in planning joint events, such as festivals, workshops, training seminars and programs of interest to the community.

- (c) Increase uptake of content, innovations and technologies developed by University and other stakeholders in order to improve community productivity.
- (d) Collaborate with local and international stakeholders in promoting mutual community outreach programmes.
- (e) Utilise all media platforms to publicise University community outreach programmes.

3.5 Policy Principles

- a) CSJMU shall be committed to a consistent application of community engagement and shall participate in any such external and programme development evaluation as necessary
- Executive Council shall ensure that community outreach programmes are integrated in the teaching, learning and research as key core functions of production, generation and dissemination of knowledge.
- c) Community engagement shall be coordinated and facilitated through a central management structure.
 - d) Community engagement activities shall be reviewed and monitored periodically.
 - e) Funds shall be allocated annually to facilitate community outreach programmes.
 - f) Community outreach programmes shall be exclusively guided by the principle of social responsibility where CSJMU shall share and translate knowledge generously to address community challenges.

3.6 Policy Statement

- a) CSJMU shall promote outreach activities and services through reliable and effective communication media.
- b) CSJMU shall support student and staff efforts to reach out to urban and rural contacts and use this population as a platform for recruitment.
- c) CSJMU shall ensure that all the content produced prior to, outside and during the collaboration with communities shall remain the intellectual property of the University.
- d) CSJMU shall maintain regular communication to resolve any issues related to any community outreach programme.
- e) The sustainability of community outreach programmes shall be considered important to ensure a lasting impact on the communities.

4.0 What are Outreach Programmes

Outreach is an activity of providing services to populations who might not otherwise have access to those services. A key component of outreach is that the groups providing it are not stationary, but mobile; in other words they are meeting those in need of outreach services at the locations where those in need are. In addition to delivering services, outreach has an educational role, raising the awareness of existing services. Outreach is often meant to fill in the gap in the services provided by mainstream (often, governmental) services, and is often carried out by those who have zeal, enthusiasm, passion, motivation and determination for social services.

The term outreach, which applies to community outreach and outreach counselling and refers generally to 'efforts to increase the availability and utilization of services, especially through direct intervention and interaction with the target population

4.1 The Mission of University Outreach Programmes

We have a motto of 'Give a man a fish and he will live for a day. Teach him to fish and he will live for the life time.' This motto will run through the backbone of our operations and vision for the future. Our vision is to facilitate fully functioning and socially responsible communities. To achieve our vision, we wish to provide access to fundamental social services such as education, health care, nutrition and vocational training in order to enable families to pull themselves out of poverty and become self-reliant, independent and socially responsible. Engagement is not simply entrepreneurship or a means of seeking new revenues; rather, engagement is yet another opportunity for higher education to fulfill its social compact with the public.

4.2 Terms of reference for the Community Outreach Committee

- a) To ensure that community outreach is promoted and enhanced at the University.
- b) To establish mechanisms to monitor implementation and recommend outreach best practices.
- c) To appropriately respond to community outreach concerns and make timely interventions.
- d) To engage in resource mobilization for the community outreach activities
- e) To ensure provision of favourable environment through which technological knowledge, research skills and training expertise are shared amongst the staff and the community

Rapid and dramatic demographic and technological changes present the nation with enormous challenges for educating students, growing the economy, and responding to society's needs. Dr. S. Radhakrishnan, the eminent educationist and former President of India once said that "All education is, on the one side, a search for truth; on the other side, it is a pursuit of social betterment. You may discover truth but you should apply it to improve the status of society".

4.3 Our Objectives of Outreach Programmes

- I. To create an awareness of self-worth.
 - II. To provide facilities for improving the conditions of life specifically for the poorer sections of society.
 - III. To stimulate self-reliance and self-development in local communities.
 - IV. To encourage, train and enable local people to assume community responsibilities.
 - V. To encourage all segments of society, irrespective of caste, creed, religion or economic situation to cooperate on long-term development.

The activities that need attention

- I. Education Programmes
 - II. Non-formal Education
 - III. Tuition (Tutoring) Classes
 - IV. Career Counseling
 - V. Creating Awareness About Educational Opportunities

Women's Programme

- I. Self-help Groups
- II. Adult Education
- III.** Income Generation

Programme Vocational Training

- I. Professional Trade Courses (i.e. welding, motorcycle repair)
- II. Tailoring Classes
- III. Beautician Courses
- IV. Embroidery
- V. Mehendi
- VI.** Jewellery

Making Community

Support

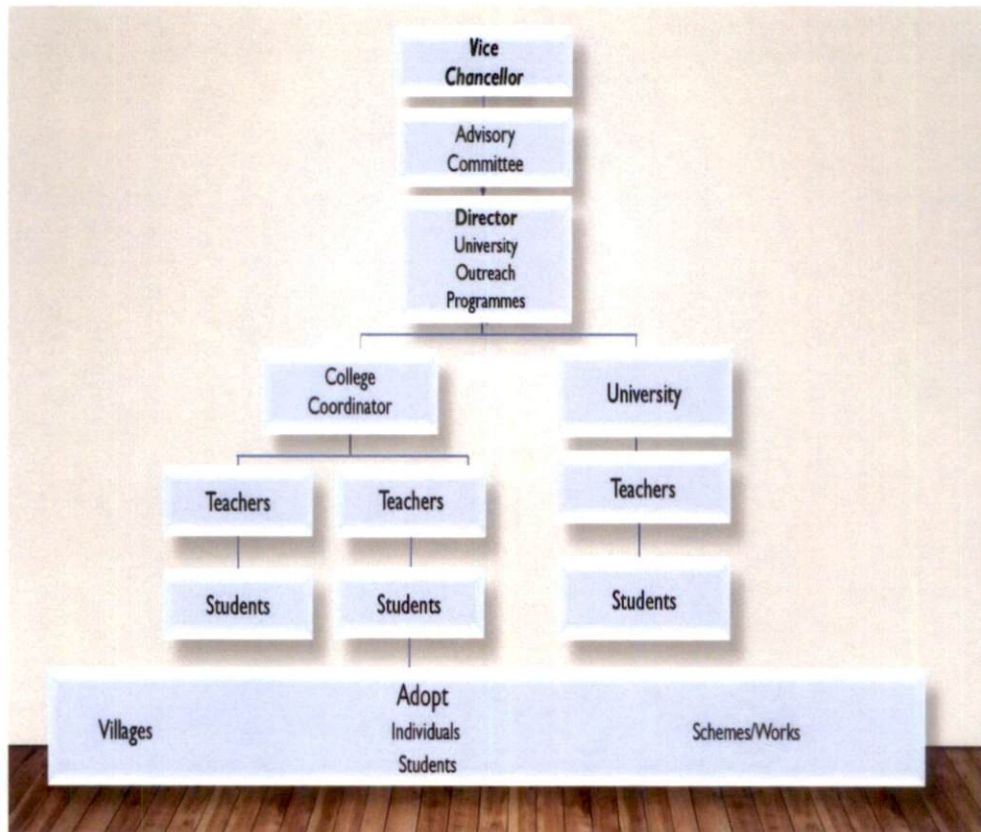
- I. Health & Social Awareness
- II. Nutrition
- III. Senior Citizen Group
- IV. Family Counseling Centre

Assistance in the Implementation of National Schemes

- I. Saansad Adarsh Gram Yojana
- II. Pradhan Mantri Jan Dhan Yojana
- III. Swachh Bharat Mission
- IV. Digital India Programme

4.4 The Modus Operandi

In order to operationalise the outreach programmes the University will act as a coordinating agency and the UTD, University Maintained Institutes and Colleges and other affiliated colleges will act as delivery agencies. The organizational set up of the University outreach programmes shall be as thus:



4.5 Functions and Responsibilities

The functions and responsibilities of different functionaries will be as under:

The Vice-Chancellor: The Vice-Chancellor will be the chief pattern of the programme and issue instructions fromtime to time. Vice-Chancellor will keep a watch on the smooth operations of the programme and its satisfactoryprogress.

4.6 Advisory Committee: The Advisory Committee of the University Outreach Programmes will act as the chiefexecutive committee and will frame policies, approve programmes, issue instructions, pass financial budgets, approve annual reports and take all those steps which are necessary for the smooth conduct of the University Outreach Programmes.

Director: The Director of the University Outreach programmes will implement the decisions taken in the Advisory Committee Meetings and follow the directions issued by the Advisory Committee and the Vice-Chancellor fromtime to time. The Director shall maintain a liaison with the colleges, the University Coordinator and other agencies and institutions. The Director shall take all those steps which are necessary for the smooth conduct of the programme. **College/ University Coordinator:** College Coordinators will be appointed by the concerned Principals of the Colleges for the implementation of the University Outreach Programmes in their respective areas.

Teachers: Teachers in the colleges may be associated for the successful implementation of the University Outreach Programmes.

Students: Students will be associated and motivated to spread the University Outreach Programmes to their respective villages/areas of residences under the supervision of the teachers concerned and under the guidance ofthe

College Coordinator.

Adoption: The teams so formulated shall adopt either a village for undertaking any of the activities of the University Outreach Programmes, or they may adopt individual students or they may adopt individual activity or scheme. The College coordinator, the teachers and the students collectively make sincere and dedicated efforts to channelize the energies of the students and others for the up-liftment of the village or area or individuals or schemes or works.

Financial Arrangements

The implementation of the above scheme will not involve a substantial amount of funds. However, an arrangement needs to be done for the travel expenses and other petty expenses. The funds earmarked for NSS or for any such scheme may also be utilized for the outreach programmes.

The Strategy to be Followed

The Advisory Committee at the University level or at college level can develop an effective outreach strategy through the following steps:

1. Brainstorm outreach activities
2. Determine public outreach objectives and schedule
3. Identify appropriate outreach methods
4. Develop clear and consistent messages that align with community values
5. Evaluate and incorporate feedback from outreach activities
6. Provide an opportunity for public review of the final draft plan

Constitution of the Advisory Committee

The Advisory Committee for the University Outreach Programme shall consist of as follows:

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| 1. Vice-Chancellor | Chairman |
| 2. Director University Outreach Programme | Member Secretary |
| 3. Dean Academic Affairs | Member |
| 4. Dean Students Welfare | Member |
| 5. Coordinator NSS | Member |
| 6. Coordinator NCC | Member |
| 6. Director University Career Counseling Cell | Member |
| 7. Three Students (to be nominated by the VC) | Member |
| 8. Two representatives of NGOs engaged
in outreach programmes (to be nominated by the VC) | |
| 9. One Principals of the Affiliated Colleges
(To be Nominated by the VC) | Member |

Appointment of the Coordinator College Outreach Programme

The Coordinator of the College/UTD outreach programme shall be appointed by the Principal of the concerned college from out of the senior regular teachers working in the college. This will be the additional duty of the person so appointed in addition to his/her own duties. The person so appointed will be governed by the same terms and conditions as are applicable to other similar officers of the College.

Monitoring and Evaluation

For the effective implementation of the Outreach Programmes it is necessary that the Advisory Committee must institute a continuous monitoring and evaluation mechanism. To begin with the following steps may be taken for effective monitoring and evaluation of the Outreach Programmes:

1. The Advisory Committee must meet twice in an academic year and the Director University Outreach Programmes will present the progress of the University Outreach Programmes that has taken place.
2. The Advisory Committees at the University and College levels may make suggestions and issue necessary instructions/guidelines for the future course of action.
3. University may issue directions to every team visiting the affiliated colleges either for conducting inspection or for conducting some examination to overview the progress made by that college in the direction of implementation of the outreach programmes and submit the same to the office of the University Outreach Programmes.
5. After the successful implementation of the outreach programmes by the affiliated colleges, the University may formalize the monitoring and evaluation system by developing formal scales and obtaining information in the standardized format.
6. At the end of the year, the colleges will prepare an annual report on the outreach programmes undertaken by the concerned college and submit the same to the University Outreach Programme office.
7. The University Outreach Programme office shall compile the progress made by all the colleges and submit before the Advisory Committee of the University Outreach Programmes a comprehensive report.

Outcome indicators

The outreach programs developed and enhanced the students' academic skills, leadership qualities, self-confidence, communication skills, managerial skills, and responsibilities toward the rural community.

- I. Gaining a sense of community,
- II. Perceived control (believing you can make change in your life),
- III. Perceived control at community level (believing you can make change in your community), Critical awareness of the world around you (realizing how you are connected to others and how larger societal structures impact you),
- IV. Taking action for change.

Authority and Interpretation of the Policy

- a) In case of any contention or inconsistency in the interpretation, the University Executive Council's decision shall be final.
- b) The University may from time to time issue new Community outreach guidelines to fill gaps in the policy.




REGISTRAR
Chhatrapati Shahu Ji Maharaj University,
Kanpur