



# PRESIDENCY UNIVERSITY

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956

Approved by AICTE, New Delhi

## **POLICY ON EXTENSION SERVICES**

### **[INSTITUTIONAL SOCIAL RESPONSIBILITY, COMMUNITY ENGAGEMENT, CULTURAL HARMONY AND INVOLVEMENT OF FACULTY AND STUDENTS]**

(This Policy has been made in accordance with section 4.1.7 (ii) of the First Statutes)

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## CONTENTS

<b>S. NO.</b>	<b>DESCRIPTION</b>	<b>PAGE NO.</b>
1.	PREAMBLE	3
2.	SHORT TITLE & COMMENCEMENT	3
3.	EXTENT AND APPLICABILITY	3
4.	SCOPE	3
5.	DEFINITION	4
6.	INTRODUCTION	4
7.	OBJECTIVES	4
8.	GUIDELINES AND STRATEGIES	5
9.	GOVERNANCE AND INSTITUTIONALIZATION	6
10.	IMPLEMENTATION PLAN	7
11.	EVALUATION AND IMPACT ASSESSMENT	8
12.	AMENDMENTS	8

## 1. PREAMBLE

The National Education Policy (NEP) 2020 highlights the need for education for social benefit. In this direction, the dimension of education policy reflects the aspirations of the adoption of Extension and Outreach activities by higher education institutions. In this context, the Presidency University's Policy on Extension Services assumes importance for taking the University to the community.

This Policy on Extension Services [Institution's Social Responsibility (ISR), Fostering Community Engagement, Cultural Harmony, and Involvement of Faculty Members and Students] provides a comprehensive framework for institutions to fulfill their social responsibility, enhance community engagement, promote cultural harmony, and involve faculty and students in meaningful activities. By adopting this policy, PU aims to contribute to the overall development of their communities, instill a sense of social responsibility in their stakeholders, and create a harmonious and inclusive environment for all.

## 2. SHORT TITLE & COMMENCEMENT

2.1 This document shall be called the **“Policy on Extension Services (ISR, Community Engagement, Cultural Harmony and Involvement of Faculty and Students)”**.

2.2 This Policy shall come into effect from the date of approval by the Academic Council of the Presidency University and ratified by appropriate higher authorities.

## 3. EXTENT AND APPLICABILITY

3.1 This Policy shall apply to all students, employees, both academic and non-academic, of the University.

3.2 To achieve the objectives of this Policy, all employees and departments of the University shall adhere to and follow the guidelines provided herein.

## 4. SCOPE

Higher Education is an important pillar of the knowledge society. Traditionally it has been confined to teaching and research. With the changing needs of the society, the priorities of education have also been changed and it has been reflected through various policies. Accordingly, extension education and services, also known as community outreach has become the third important dimension of the higher education institutions. Extension Services play a vital role in fulfilling an Institution's Social Responsibility (ISR) by actively engaging with the community and fostering Cultural Harmony.

This policy aims to outline guidelines and strategies for Presidency University to enhance its extension services, involve faculty members and students, and promote community

engagement and cultural understanding. By implementing this policy, Presidency University shall contribute to the holistic development of its communities and create an inclusive and harmonious environment.

## 5. DEFINITIONS

In this Policy, unless the context otherwise requires:

- i. **“Academic Council”** means the Academic Council of the University
- ii. **“Act”** means the Karnataka Act No. 41 of 2013 and the Presidency University Act 2013.
- iii. **“Board of Governors”** means the Board of Governors of the University
- iv. **“Board of Management”** means the Board of Management of the University
- v. **“Chancellor”** means the Chancellor of the University.
- vi. **“Finance Officer”** means the Finance Officer of the University.
- vii. **“Sponsoring Body”** means the A.H. Memorial Education Trust, Bengaluru, Karnataka.
- viii. **“University”** means the Presidency University, Itgalpur, Rajanakunte, Yelahanka, Bengaluru, Karnataka (hereinafter referred to as the University)
- ix. **“Vice Chancellor”** means the Vice Chancellor of the University.

Words and expressions used herein and not defined but defined in the Act shall have the same meaning as assigned to them in the Act.

## 6. INTRODUCTION

Indian universities play a pivotal role in shaping the country's future by generating knowledge, fostering innovation, and nurturing human capital. However, it is essential to extend their impact beyond the boundaries of campuses and actively engage with communities to address pressing social challenges. Outreach and Extension Services facilitate the transfer of knowledge, expertise, and resources to society, thereby creating a positive and reciprocal relationship between universities and the wider community.

## 7. OBJECTIVES

The policy on Extension Services and Institutions' Social Responsibility aims to achieve the following objectives:

- a. **Foster Community Engagement:** Encourage faculty, students, and staff to actively participate in community development initiatives, addressing local needs, and promoting sustainable practices.
- b. **Enhance Faculty and Student Involvement:** Provide opportunities for faculty and students to engage in extension services, allowing them to apply their

knowledge and skills to real-world situations while making a positive impact on society.

## 8. GUIDELINES AND STRATEGIES

To achieve the objectives outlined above, Presidency University shall adopt the following guidelines and strategies:

- a. **Establish an Extension Services Department:** Create a dedicated department responsible for overseeing and coordinating extension services activities. This department shall consist of qualified professionals who can manage programs, partnerships, and community collaborations effectively.
- b. **Community Needs Assessment:** Conduct regular assessments to identify the specific needs and challenges faced by the local community. Engage with community leaders, organizations, and residents to understand their priorities and develop targeted programs accordingly.
- c. **Design Comprehensive Programs:** Develop extension programs that address the identified needs of the community. These programs should align with the institution's expertise and resources, providing sustainable solutions to community problems. Consider areas such as healthcare, education, environmental conservation, entrepreneurship, and skill development.
- d. **Collaboration with External Stakeholders:** Forge partnerships with local organizations, NGOs, government agencies, and businesses to leverage their expertise, resources, and networks. Collaborative efforts shall maximize the impact of extension services and facilitate sustainable community development.
- e. **Faculty and Student Engagement:** Encourage faculty and students to actively participate in extension activities. Develop mechanisms to recognize and reward faculty engagement through promotion criteria, grants, and additional remuneration. Integrate extension services into the curriculum to provide students with practical learning opportunities and emphasize the importance of social responsibility.
- f. **Outreach Programs:** Organize regular outreach programs such as workshops, seminars, and training sessions to disseminate knowledge and build capacity within the community. These programs should be designed to empower community members, promote skill development, and foster entrepreneurship.
- g. **National Service Scheme (NSS):** The Presidency University shall ensure to have an NSS wing that shall actively participate in community service activities and programs thus providing hands-on experience to students to understand the community and the rich cultural diversity of India, and also develop leadership qualities and democratic attitudes amongst students.

- h. **Create Awareness:** Raise awareness about social issues, sustainability, and cultural diversity through campaigns, awareness drives, and social media platforms. Act as an advocate for marginalized groups and promote inclusivity and equality within the community.

## 9. GOVERNANCE AND INSTITUTIONALIZATION

### a. **Leadership and Management:**

The University leadership shall demonstrate a strong commitment to outreach and extension services. A designated committee shall be established to oversee the implementation, coordination, and monitoring of outreach activities. Clear roles, responsibilities, and decision-making mechanisms shall also be defined.

### b. **Coordination and Collaboration:**

Internal coordination mechanisms shall be established within the University to ensure synergy among various departments, faculties, and units engaged in outreach and extension services. Collaboration between different universities shall also be encouraged to share resources, best practices, and knowledge.

### c. **Policy Integration:**

Outreach and extension services shall be integrated into the overall institutional policies, strategic plans, and quality assurance systems of the University. This integration shall ensure the sustainability and institutionalization of these services beyond individual projects or initiatives.

### d. **Recognition and Incentives:**

The University shall develop recognition and reward systems to acknowledge the contributions of faculty members, staff, and students engaged in outreach and extension activities. Incentives such as career advancement, awards, grants, and research funding shall also be provided to encourage active participation.

### e. **Institutional Support**

To ensure the successful implementation of this policy, Presidency University shall provide the following support:

- a. **Resource Allocation:** Allocate sufficient financial, human, and infrastructural resources to the Extension Services Department. These resources shall be dedicated to program development, faculty and student engagement, community partnerships, and monitoring and evaluation efforts.
- b. **Training and Capacity Building:** Provide training and capacity-building programs for faculty members, students, and extension services professionals to enhance their understanding of community engagement, cultural sensitivity, and effective project management.

- c. **Recognition and Rewards:** Recognize and reward outstanding contributions to extension services and community engagements. Establish mechanisms to acknowledge the efforts of faculty members, students, and staff through awards, certificates, and public recognition.
- d. **Collaboration with Departments:** Collaborate with academic departments to integrate extension services into the curriculum. Foster interdisciplinary approaches that allow students from various disciplines to work together on community projects.

## 10. IMPLEMENTATION PLAN

- a. There shall be an Extension Services Department exclusively for the University which shall be the central organ for coordinating all community engagement, extension, and outreach activities and also promoting cultural harmony.
- b. The Vice Chancellor of the University shall constitute a Committee under the Chairmanship of the Dean/Director (Extension Services) with representation from each Academic Unit, both Faculty and Students.
- c. The Committee shall formulate a calendar of activities to be conducted during an academic year.
- d. Each academic constituent unit of the University shall be responsible for conducting activities on extension, outreach, and promoting cultural harmony with the active support of faculty and students.
- e. The Dean/Director of the School shall ensure that every student participates in at least one outreach/extension activity in a semester.
- f. Some of the extension/outreach activities that can be undertaken are:
  - i. Adopt a School or Village to promote education
  - ii. Create activities to enhance the livelihood of the students and the people of the community
  - iii. Design program for production and conservation of the environment
  - iv. Skill development and women empowerment
  - v. Cleaning of water bodies
  - vi. Digital literacy campaigns
  - vii. Financial literacy promotion
  - viii. Energy conservation
  - ix. Afforestation in public places
  - x. Gender issue awareness
  - xi. Activities to promote cultural harmony
  - xii. Programs on prevention of drug abuse
  - xiii. Disaster preparedness

## 11. EVALUATION AND IMPACT ASSESSMENT

**a. Key Performance Indicators:**

Presidency University shall develop Key Performance Indicators (KPIs) to measure the effectiveness and impact of outreach and extension activities. These KPIs may include indicators such as the number of beneficiaries reached, knowledge transfer, behavior change, employment outcomes, and sustainable development indicators.

**b. Monitoring and Evaluation Mechanisms:**

Presidency University shall establish robust monitoring and evaluation mechanisms to assess the progress, quality, and impact of outreach and extension programs. Regular data collection, analysis, and reporting should be conducted to inform decision-making and ensure accountability.

**c. Feedback and Continuous Improvement:**

Feedback loops shall be established to gather inputs from beneficiaries, community partners, and other stakeholders. PU shall use this feedback to continuously improve the design and delivery of outreach and extension services, adapting to changing needs and emerging challenges.

## 12. AMENDMENTS

This Policy shall be reviewed periodically to rectify anomalies, (if any), and to incorporate feedback received from the stakeholders through impact analysis, and deliberations of the Focus Group, constituted by the Vice-Chancellor.