

MAHARSHI DAYANAND UNIVERSITY ROHTAK

Copy of extract of Reso. No. 28 of Executive Council meeting to be held on 04.03.2015.

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28. Introduction of "University Outreach Programme" in the University

Considered:

- i) the recommendations of the committee constituted by the Vice-Chancellor that the "University Outreach Programme" be introduced in the University and its affiliated colleges and that guidelines for the same be prescribed as at **Annexure A/25 pages 161-172 (already circulated)**; and
- ii) the proposal that Prof. N.K.Garg, Department of Commerce be appointed as Director, Outreach Programme and that he be paid an honorarium of Rs.1000/- per month and extended such other facilities as are allowed to other Professors who have been given additional charge.

**RESOLVED THAT THE RECOMMENDATIONS OF THE COMMITTEE AT (i) AND THE PROPOSAL AT (ii) ABOVE BE APPROVED.**

**RESOLVED FURTHER THAT ACTIVITIES MENTIONED IN THE LETTER OF SH. BIRENDER SINGH, HON'BLE MINISTER OF RURAL DEVELOPMENT, PANCHAYATI RAJ AND DRINKING WATER & SANITATION, GOVT. OF INDIA DATED 11.12.2014 (ANNEXURE P/1 PAGE 24) MUST ALSO FORM A PART OF THE OUTREACH PROGRAMME.**

**RESOLVED ALSO THAT SUITABLE AMOUNT BE PROVIDED IN THE BUDGET ESTIMATES 2015-16 FOR THESE PROGRAMME(S).**

**[ACTION BY A.R.(ACADEMIC)]**

## **Annexure -I**

# **University Outreach Programme**

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". The President said that while the students should try and fulfill their own dreams, they should also try to fulfill the expectations of the society and country which is theirs and which has nurtured them. The University and the colleges provided their students the implements to shine wherever they go and flourish in whatever they do.

President Pranab Mukherjee on Thursday, November 20, 2014 while Addressing the 12th convocation of Tezpur University in Tezpur asked every central university of the country to adopt five villages the way National Institutes of Technology (NIT) have been asked to, transform them into model villages by providing solutions to a wide range of issues concerning them in order to make India progressive and equal.

University has also initiated to launch a scheme of University Outreach Programmes in its meeting which was held on 19-11-2014 under the chairmanship of the Vice-Chancellor.

### **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

The Community Outreach Program gives students the opportunity to get involved in community service on a regular basis.

### **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.

### **Our Objectives of Outreach Programmes**

- To create an awareness of self-worth.
- To provide facilities for improving the conditions of life specifically for the poorer sections of society.
- To stimulate self-reliance and self-development in local communities.
- To encourage, train and enable local people to assume community responsibilities.
- 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**

#### **Education Programmes**

*Crèches (Daycare) and Pre-school*

*Non-formal Education*

*Tuition (Tutoring) Classes*

*Career Counseling*

*Creating Awareness About Educational Opportunities*

#### **Programme for Abandoned & Vulnerable Children**

*Shelters for Street Children*

*Physically & Mentally Challenged Support*

**Women's Programme**

*Self-help Groups*

*Adult Education*

*Income Generation Programme*

**Vocational Training**

*Professional Trade Courses (i.e. welding, motorcycle repair)*

*Tailoring Classes*

*Beautician Courses*

*Embroidery*

*Mehendi*

*Jewellery Making*

**Community Support**

*Health & Social Awareness*

*Nutrition*

*Senior Citizen Group*

*Family Counseling Centre*

**Assistance in the Implementation of National Schemes**

*Saansad Adarsh Gram Yojana*

*Pradhan Mantri Jan Dhan Yojana*

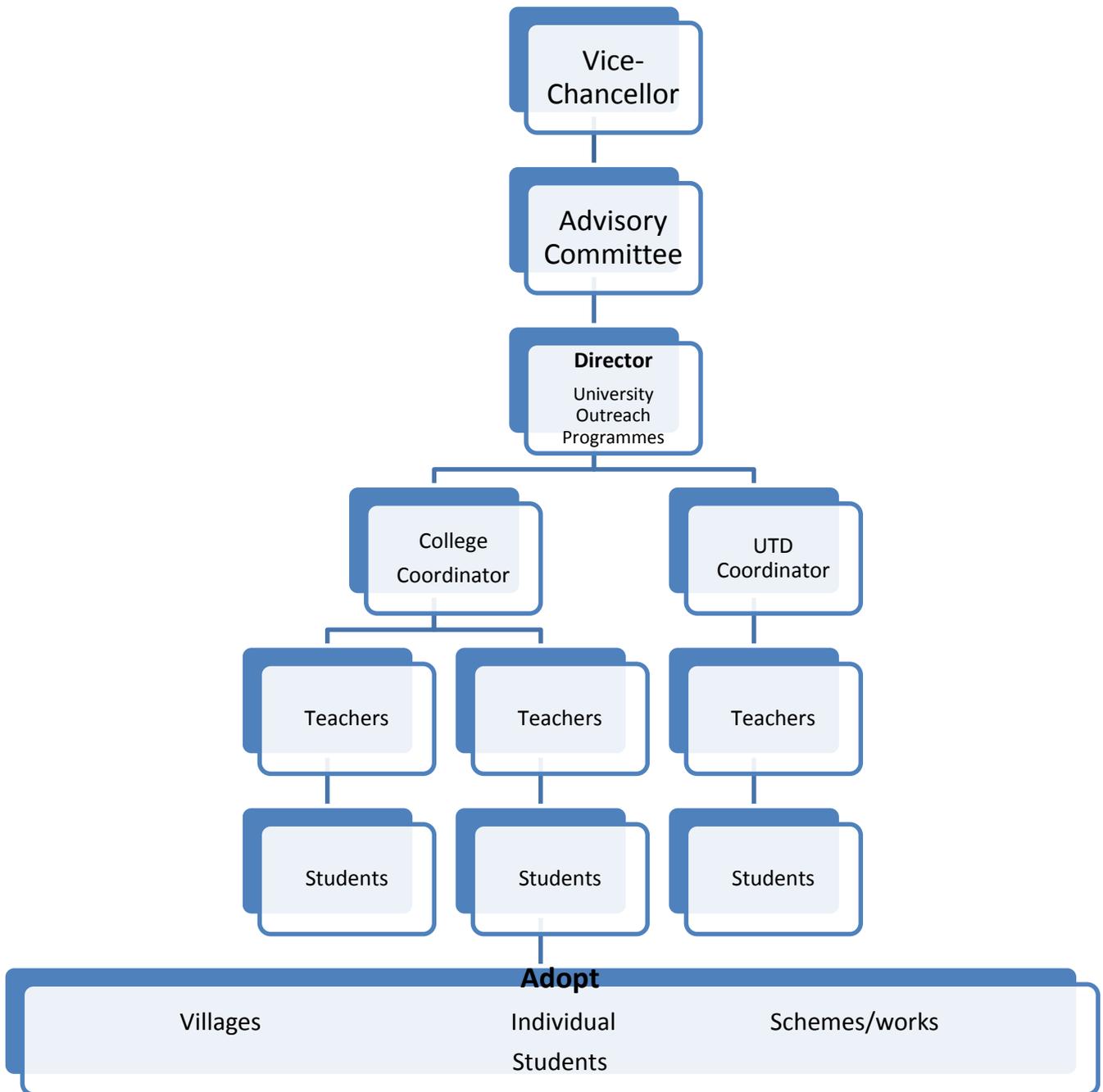
*Swachch Bharat Mission*

*Digital India Programme*

The proposed list is only indicative. The outreach programmes may included anything and everything that can help the rural poor in the upliftment of their social and economic status.

## 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:



## **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 from time to time. Vice-Chancellor will keep a watch on the smooth operations of the programme and its satisfactory progress.

**Advisory Committee:** The Advisory Committee of the University Outreach Programmes will act as the chief executive 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 from time to time. The Director shall maintain a liaison with the colleges, the UTD and other agencies and institutions. The Director shall take all those steps which are necessary for the smooth conduct of the programme.

**College/UTD 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 of the 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 colleges and UTD have funds in the name of amalgamated fund and Dr Radhakrishnan Fund. For meeting the expenditure of outreach programmes funds may be spent out of either Dr Radhakrishnan

Fund or from Amalgamated Fund. Principals of the colleges are fully empowered to use these funds for any such activities. The funds earmarked for NSS or YRC 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

#### **1. Brainstorm outreach activities**

The Advisory Committee can conduct a brainstorming session to identify stakeholders during the meeting, as well as to determine when and how to conduct outreach activities. If completing a plan update, the Advisory Committee should evaluate the stakeholders and the outreach activities involved in the previous planning process and identify any necessary changes.

#### **2. Determine University Outreach objectives and schedule**

What input do you need from stakeholders? What input do you want from the public? How can stakeholders and the public contribute to various outreach programmes? Answers to these questions can help determine the objectives of our outreach strategy. As the project kicked off, the Advisory Committee confirmed a schedule of tasks and meetings for completing the plan or plan update. Revisit this schedule and identify the times when it is important to inform and seek input from stakeholders and the public. For example, a good time to invite public involvement is after the is complete and the Advisory Committee begins to create the implementation strategy. Involving the public at this stage provides the opportunity to inform them of the findings, collect input on any data inaccuracies, and understand their ideas and priorities for

various actions.

### **3. Identify appropriate outreach methods**

What are the best methods for reaching out to stakeholders and the public? This may be driven by planning needs, schedule, and budget as defined by the Advisory Committee. Stakeholders should be engaged using targeted methods for specific input. Online and field surveys, one-on-one briefings, phone interviews, roundtable discussions, presentations to specific groups, and personal invitations to public outreach activities are all potential methods to involve stakeholders.

The Advisory Committee can help in identifying what methods of public involvement have previously worked well in the targeted communities. It helps to reach out to people instead of asking them to come to you. For example, going to the gram Panchayet or to the village or holding a meeting with the villagers may motivate higher involvement of the target population.

A variety of informational materials and methods, such as news media, social media, fliers, surveys, and websites, are useful for reaching out to the public during the planning process. Public involvement activities should include methods designed to improve public awareness by presenting information (one-way communication), as well as to solicit input to inform the plan's content (two-way communication).

As with all public outreach materials and activities, ensure equal access and meaningful participation of all individuals with access and functional needs, including individuals from different castes, Khaps, groups, and with different demographics, seniors, children, and members of underserved populations.

The Community Radio Station and the Community Television Studio may be used in order to communicate with the target groups.

### **4. Develop clear and consistent messages that align with community values**

Consider the overarching goals and values of the community and how they

align with University outreach programmes. Then, personalize talking points for discussions with different audiences and develop messages that appeal to them. It is very important that none of the outreach activity or the implementation methodology should be contrary to the values of the society where such programmes are to be implemented.

### **5. Evaluate and incorporate feedback from outreach activities**

The feedback you receive through outreach activities, such as completed questionnaires and surveys, comments at meetings, and comments on plan drafts, should be evaluated and incorporated into the Advisory Committees' decision making process and the final plan. During the outreach process, communicate clearly to stakeholders and the public how the Advisory Committee will use their feedback to inform the plan. Develop a process for organizing and evaluating the comments received, as well as documenting them in the final plan.

### **6. Provide an opportunity for public review of the final draft plan**

The public must be given the opportunity to review and comment on the final draft plan prior to its adoption. This could include providing copies of the draft plan in the local library, city hall, or community center, as well as posting it on the community's wall. You should allow at least four weeks for review and comment and providing some guidance on the type of comments and feedback that you are seeking.

### **Constitution of the Advisory Committee**

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

- |    |   |               |
|----|---|---------------|
| 1. | Vice-Chancellor<br>Chairman                         |               |
| 2. | Director University Outreach Programme<br>Secretary | Member        |
| 3. | Dean Academic Affairs                               | Chief Advisor |
| 4. | Dean Students Welfare                               | Advisor       |
| 5. | Coordinator Youth Red Cross                         | Advisor       |
| 6. | Coordinator NSS                                     | Advisor       |
| 7. | Director UCCE                                       | Advisor       |

8.	Director University Career Counseling Cell	Advisor
9.	Director Community Radio Station	Member
10.	Director Community TV Centre	Member
11.	Five Surpanchs (to be nominated by the VC)	Member
12.	Five Students (to be nominated by the VC)	Member
13.	Two representatives of NGOs engaged in outreach programmes (to be nominated by the VC)	Member
14.	Five Principals of the Affiliated Colleges (To be Nominated by the VC)	Member

The Advisory Committee at the UTD/College Level shall consist of as follows:

1.	Principal of the College	Chairman
2.	Director University Outreach Programme Member	Ex-Officio
3.	College/UTD Coordinator for Outreach Programme Secretary	Member
4.	College/UTD NSS Programme Officer	Member
5.	College/UTD NCC Officer	Member
6.	College/UTD Youth Red Cross Coordinator	Member
7.	Two Surpanchs (to be nominated by the Principal/DSW)	Member
8.	Five Students (to be nominated by the Principal/DSW)	Member
9.	Two representatives of NGOs engaged in outreach programmes (to be nominated by the Principal/DSW)	Member

**2/5<sup>th</sup> of the members shall constitute the quorum.**

**Appointment of the Director University Outreach Programme**

The Director University Outreach Programme shall be appointed by the Vice-Chancellor from out of the Senior Professors of the University. 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 University.

### **Appointment of the Coordinator College/UTD 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.

### **The Budget**

A new budget head may be incorporated in the existing University Budget and accordingly provisions for the desired amount may be made. The funds may be needed under the following heads:

<b>Sr No</b>	<b>Expenditure Heads</b>	<b>2014-15 Rs.</b>
1.	Salary to Staff & PF (One Data Entry Operator and One Peon)	4,00,000
2.	Contingencies (R)	50,000
3.	Contingencies (NR)	1,00,000
4.	Postal Charges	10,000
5.	Printing of Material/Annual Report	1,00,000
6.	TA/DA	1,00,000
7.	Purchase of Books and Other Educational Material	1,00,000
8.	Meetings/Conferences/Seminars and Other Community Programmes	2,00,000
	<b>Total</b>	<b>10,60,000</b>

The College/UTD shall make their respective budget estimates and get them approved in the statutory bodies.

### **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 every quarter and the Director University Outreach Programmes will present the progress of the University Outreach Programmes that has taken place in different colleges/UTD.
2. At college/UTD levels also their respective Advisory Committees must meet every quarter and submit a brief report to the office of the University Outreach Programmes.
3. The Advisory Committees at the University and College levels may make suggestions and issue necessary instructions/guidelines for the future course of action.
4. 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.