

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.

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 counseling 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.

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

- 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
- Tailoring Classes
- Beautician Courses
- Embroidery

- Mehendi
- Jewellery Making
- Tie and Dye

Community Support

- Health & Social Awareness
- Nutrition
- Senior Citizen Group
- Family Counseling Centre

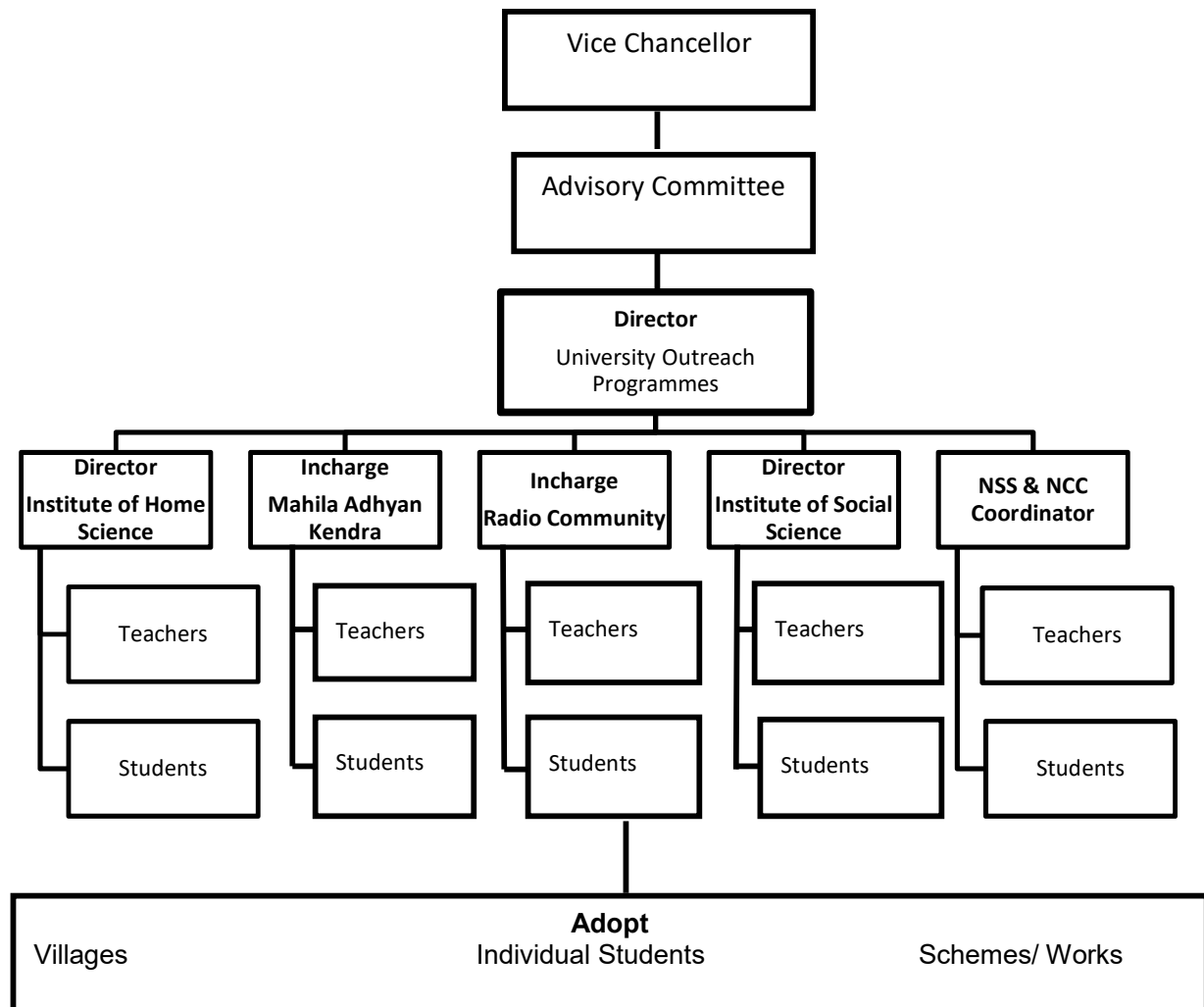
Assistance in the Implementation of National Schemes

- Beti Bachao Beti Pado
- Pradhan Mantri Jan Dhan Yojana
- Swachh Bharat Mission
- Digital India Programme

The proposed list is only indicative. The outreach programmes may include 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 keepa

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 take all those steps which are necessary for the smooth conduct of the programme.

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

Money will be allocated for outreach activity from University Budget.

The Strategy to be Followed

The Advisory Committee at the University 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

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

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

Panchayat 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, groups, and with different demographics, seniors, children, and members of underserved populations.

The Community Radio Station 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 received 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.

Constitution of the Advisory Committee

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

Vice-Chancellor Chairman	Member
Director University Outreach Programme Secretary	
Dean Academic Affairs	Chief Advisor
Dean Students Welfare	Advisor
Coordinator NSS and NCC	Advisor
Director University Career Counseling Cell	Advisor
Director Community Radio Station	Member
Five Surpanchs (to be nominated by the VC)	Member
Five Students (to be nominated by VC)	Member
Two representatives of NGOs engaged in outreach programmes (to be nominated by the VC)	Member

2/5th 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.

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.
2. The Advisory Committees at the University may make suggestions and issue necessary instructions/guidelines for the future course of action.
3. After the successful implementation of the outreach programmes, the University may formalize the monitoring and evaluation system by developing formal scales and obtaining information in the standardized format.
4. At the end of the year, an annual report on the outreach programmes be prepared and sent to the committee.