

ਮਹਾਰਾਜਾ ਰਣਜੀਤ ਸਿੰਘ ਪੰਜਾਬ ਟੈਕਨੀਕਲ ਯੂਨੀਵਰਸਿਟੀ, ਬਠਿੰਡਾ

**MAHARAJA RANJIT SINGH PUNJAB TECHNICAL UNIVERSITY**

*(A State Univ. Estd. by Govt. of Punjab vide Punjab Act No. 5 of 2015 and Approved u/s 2(f) & 12 (B) of UGC; Member AIU)*

Bathinda-151001 (Punjab), India

# POLICY

## SOCIAL OUTREACH AND EXTENSION ACTIVITIES



**MAHARAJA RANJIT SINGH PUNJAB TECHNICAL UNIVERSITY**

Bathinda-151001 (Punjab), India

# **SOCIAL OUTREACH AND EXTENSION ACTIVITIES**



**2021**

**INTERNAL QUALITY ASSURANCE CELL  
MAHARAJA RANJIT SINGH PUNJAB TECHNICAL UNIVERSITY  
BATHINDA 151001**

## **SOCIAL OUTREACH AND EXTENSION ACTIVITIES**

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# **SOCIAL OUTREACH AND EXTENSION ACTIVITIES**

## **SOCIAL OUTREACH AND EXTENSION ACTIVITIES**

### **Category of Institutions to whom the Regulations Apply**

**The policy will be applicable in** Maharaja Ranjit Singh Punjab Technical University Bathinda and its constituent & affiliated colleges.

Date of effect: The policy will be effective from this session.

### **Introduction**

The purpose of education is fulfilled in real sense if it is holistic in nature and accompanied by social responsibility. Social responsibility describes the way we're making a difference to the social and economic wellbeing of our communities through our teaching, research, and public events and activities. Universities all throughout the world have the traditional and more or less well-defined tasks of teaching and research. But one important task which has still been unstructured and undefined is the extension and outreach activities. Any effort aimed at sharing the University's teaching and research knowledge to the outside world is considered an extension activity. Extension initiatives by Teaching and Research Departments utilizing their intellectual resources have been discovered to be erratic and unplanned. This policy paper addresses this topic in order to provide direction to the University's Teaching and Research Departments in regards to such extension activities.

**Policy Statement:** The MRSPTU is committed for improvement in quality of life not only through the technology transfer but also by approaching the common man through various extension and outreach activities.

### **Definition of term and Meaning**

Outreach and extension are defined as meaningful continuance and mutually productive relationships with partners in all spheres of study or activity involving research that:

- Extends the utility of what we learn beyond the academic community.
- Teaching that allows students to learn outside of the classroom.

Such events are intended to engage a big audience and disseminate information and expertise on a certain issue to the general public. School presentations, workshops, public discussions, and lab visits, for example, are all examples of outreach efforts.

Extension work aids in raising productivity, improving skills and talents, focusing on growth, and assisting people in working on their own future development in society.

## **Policy Objectives**

The extension and outreach policy will work on

- 1) To guide the administration and stakeholders for various extension activities.
- 2) To look for various means to work on extension and outreach activities
- 3) To provide methodology proper documentation and record keeping of various activities.

## **Implementation of program**

The MRSPTU is committed to work for betterment at different levels in two modes

1. Knowledge Flow to the Society
2. Knowledge Backflow from the Society

### **1. Knowledge Flow to the Society**

Under this mode, the extension efforts of the University's Teaching and Research Departments will be organized into three levels, with specified target groups at each level and matching means and tools.

**Level 1:** - Dissemination of the results of the department's research to peer groups. The target group is peer researchers outside the University, other university departments, R&D organizations and industries, or business houses or professional societies / academies in the related field. The tools are: attendance at conferences, organization of congresses, magazines, research bulletins and newsletters, website hosting, etc.

**Level2:** - Outside the Department, disseminate standard knowledge information about the subjects to the academic community. Teachers and students in affiliated colleges and other institutions in areas of interest/allied are the target group. Seminars, Open Houses, Exhibitions, Open Access e-Content, and textbook publication are some of the tools available.

**Level 3:-** Spreading knowledge that is useful to society as a whole. Target audience: students, local communities, residents' associations, NGOs, organizations and the general public. The tools are: mass media articles, radio and television lectures, social media posts, leaflets, posters, exhibitions, camps, school visits, open days, popular writings in the local language.

## **2. Knowledge Backflow from the Society**

While continuously generating knowledge and sees its responsibility to disseminate it in society, the University also recognizes the need and value of the flow of knowledge from the community to the University. Therefore, the Departments should take advantage of opportunities for social commitment to draw on the knowledge of society, both traditional and current, to enrich their research and teaching. In addition, social involvement serves to identify problems faced by the community which can be used in planning research activities. Every teaching and research department of the University should make a conscious effort to regulate the number of activities at all the above-mentioned levels that the departmental board deems appropriate.

The departments will evaluate the effects and constantly try to improve them. The departments may consider joint efforts at the school level to pool resources. The departments will ensure that all students and researchers participate in outreach activities to foster a social perspective between them.

In Essence, Our Faculty/students will increase public understanding and it also support for the humanities communicating their significance to society. This includes developing activities, events and processes to foster relationships with businesses, employers, policymakers, the general public, alumni, local schools, other universities and institutes of higher education and artistic and cultural bodies, both inside and outside the University.

Our researchers in Science and Engineering shall engage with a diverse range of audiences to broaden access to science and engineering - from science festivals to public lectures, social media, policy shaping and community engagement. They shall focus their research on societal problems.

Some Approaches to be adopted for Discharging Social Responsibilities

In order to fulfill the institutional social responsibility of the University, the following approaches shall be adopted and nurtured:

- a) Charitable activities:** Employees benevolent fund and other contributory funds shall be established/ arranged to support economically challenged employees/students during any untoward incident.
- b) Encouraging involvement of students/staff:** University empowers staff and students by providing opportunities to participate in social outreach programs of the University to enable them to serve the underprivileged section of the society and enhance their

quality of life by willingly contributing skills and knowledge. They will carry out teaching-learning and other social activities for underprivileged children. University will engage alumni and friends to make a difference through philanthropy and volunteering.

- c) Observation of important days:** The following days will be observed by all University departments, schools, sections and wings with effective programme goals. (1) World Environment Day (June 5) (2) World Blood Donation Day (14 June) (3) World Population Day (July 11) (4) Independence Day (August 15) (5) World Literacy Day (September 9) (6) NSS Day (24 September) (7) National Blood Donation Day (1 October) (8) National Integration Day (19 November), (9) World Aids Day (1 December) (10) Anti-Narcotic Day (26 June) and Republic Day ( 26 January)
- d) Sensitisation/ Awareness Programmes:** Several awareness programmes shall be organized for the benefit of the students/ staff and general public. Programmes like guidance and counseling shall also be arranged both in the institutional level as well as community level like Gender based discrimination, Female foeticide, swachhta abhiyan, Digitalization, Sanitization, Yoga, sports, exercises, Skill development etc. Awareness talks related to dignity of child labour, women empowerment, domestic violence, entrepreneurial skill development for women, personality, leadership and capacity building programmes, seminars on cybercrime, law and ethics, building self-esteem, etc. shall be organized.
- e) Participation in schemes run by Government and other Funding Agencies:** Engaging the faculty, staff and students with various research and funding agencies promoting/ sponsoring various socially, culturally and environmental relevant projects.
- f) Adoption of Areas and villages:** Culture of adoption of some under developed areas or villages by owning the responsibility to provide all possible support and education shall be promoted. Under this endeavor constituent and affiliated colleges may be entrusted responsibilities of their surrounding areas.
- g) National Service Scheme/ National Cadets Corps and similar activities:** In University along with its all affiliated and constituent colleges, NSS/NCC are active and functioning well fulfilling all its responsibilities towards society and environment. These activities will be expanded both within the university and in the community.



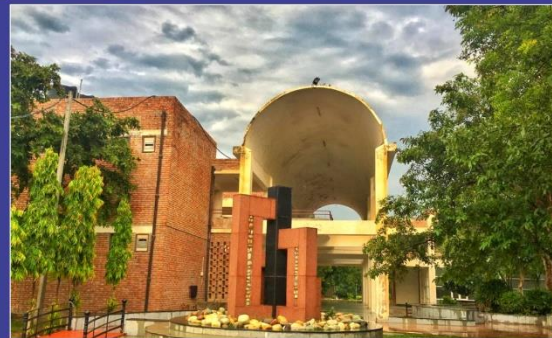
**h) Counseling and Career Guidance:** There is career guidance and counseling/Mentoring system functioning in the University and it shall be strengthened continuously. The purpose is to ensure that the students represent the widest range of social backgrounds and develop not only academic and professional skills, but also a sense of ethical, social and environmental responsibility towards the societies they will serve.



# MAHARAJA RANJIT SINGH PUNJAB TECHNICAL UNIVERSITY

Dabwali Road, Bathinda (Pb.) - 151001

(Estd. by Govt. of Punjab Vide Punjab Act No. 5 of 2015) ONLY TECHNICAL UNIVERSITY OF PUNJAB HAVING UGC APPROVAL UNDER 2(f) AND 12 B OF UGC ACT, MEMBER AIU.



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