



Unveiling Excellence

USTM

OUTREACH POLICY

(Chapter - XVI, University Policies & Guidelines)



Nobel Laureate @ USTM

CHAPTER-XVI

OUTREACH POLICY

Preamble:

‘Outreach’ is a term that is often used but rarely defined. It applies to many policy fields, including education and health services, and essentially entails services being taken out from their normative and mainstream institutional settings and being provided in local community settings. In the welfare-to-work arena, outreach services are used to:

- Develop the lives of the rural people
- Engage rural communities.
- Deliver welfare-to-work services in local settings and environments.

Outreach services may also be defined as those that draw on partnerships and networks with other service providers to deliver and promote welfare-to-work services in local communities. Outreach services can be employed to raise the profile of (more mainstream) services and inform potential communities of the provision and help that is available to them. Outreach services can also be used to reach and engage specific group of people and those who do not tend to use mainstream services, i.e. those people who are ‘harder to reach’. Outreach provision can then be used as a means of delivering welfare-to-work services to these communities, away from mainstream settings and in more informal and relaxed surroundings.

Vision:

To empower and inspire the lives of the people by engaging students and faculties and through various awareness and welfare activities on education, health, economy, environment and livelihood.

Mission:

USTM is determined to bring about a systemic paradigm shift the in the status of education, economy, health and welfare of the neighbouring communities and to create a sense of belongingness for the university. The main thrust is to create better and sustainable livelihoods for the in situ communities through symbiotic engagement of the students and the university on the one hand and the community on the other.

OBJECTIVES OF THE POLICY:

1. To launch necessary reforms in the community for eradication of community evils.
2. To create sounds ground for planning and action.
3. To create a sense of cooperation integration and unity among the people.
4. To motivate the people to take better participation in the developing community programs.
5. To highlight the causes of various problems affecting the community and hinder the way of progress and development.
6. To implement programs required for the fulfilment of people basic needs and to develop better understanding among the people about the issues and needs.
7. To mobilize the resources to create a suitable ground for the basic needs completion and eradication of problems by bringing coordination between the individuals, groups and organization to focus their point and challenge their objectives for fulfilment

8. Develop a passion and brotherhood towards community, affected people/animals and destitute.
9. To train the students to develop skill and aptitude for problem solving. The skills developed include social skills communication skills, management skills, leadership skills, analytic skills, perceptual skills etc.
10. For the students to acquire social values and deep understanding of unity, integrity and brotherhood of the country and come out as a socially committed responsible professionals who can strengthen the foundation of the nation.

Organizational Principles:

All the outreach activities conducted by the university ensure the effectiveness on the community for long term. The departments conduct the welfare activities at independent level and as per the event calendar of the university, though it is mandatory to submit a filled up report to the convener after the accomplishment of the event.

Outreach Activities:

USTM NEIGHBOURHOOD MISSION:

USTM Neighborhood Mission (UNM), is the initiative taken by the university with an aim to accelerate the all-round development of the communities living in the neighborhood of the campus.

The following are the initiatives taken up by the university under the outreach mission:

Adoption of Villages:

USTM recognizes that while it is constantly incorporating knowledge and looks at its responsibility to spread the same in the society, it also recognizes the need and value of knowledge flow from the society to the university. Therefore the different Departments of the university have adopted the neighbouring villages with an aim to exploit societal engagement opportunities tap societal knowledge, both traditional and current, to enrich its research and teaching and also contribute to the overall growth of the rural underprivileged communities. Among those one village has been selected as a model village namely Jorbill. The following are the names of the adopted villages:

Upper Jorbil, Umlangpur, Shnongpdeng, Bara kling, Chota kling, Model village, Noksikittim
Umnawoe, Umduba, Araarea, Hatimara

Freeship and Scholarship: The state of Meghalaya has a high rate higher education (UG/PG level) drop outs. To reduce the ratio university is offering free ship and scholarships for the aspirants in the vicinity of 40 KM radius of the university.

Regular Welfare Activities: Departments are conducting Regular Awareness programs on health, gender equality, environment, adult education and livelihood opportunities in the neighbouring villages for the holistic development of the students in collaboration with village dorbars, local school authorities and community centres, etc.

Environmental Awareness: National Swatcha Bharat Abhiyan, Plantation drives Awareness program on Vermi composting and Food product development, etc are organized.

Social Awareness: Programs on World Population Day, World literacy day, Children's day, various awareness programs to sensitize about the violation of child labour law, etc are conducted

and observed with local communities. A non-formal education centre “HOPE” for the adult illiterates in the village of Bara Killing where the students teach the villagers on every Friday and Saturday is also established for the greater benefit of the rural population.

Health and Hygiene Awareness: Awareness programs on women’s and child health –hygiene, Awareness program on HIV AIDS, Eye Check-up Camps, Health camp on free diagnosis of Blood pressure, Haemoglobin percentage and Blood group determination, etc. are regularly conducted.

For Intellectual development sessions on Career counselling for class IX and class X students are conducted and also distributed free school stationeries and story books to the school children to generate and encourage the reading habits.

Financial Literacy and Sustainable Development Initiatives: Programs on financial literacy and Inclusion, Government schemes, etc are organised to create awareness among the communities to avail benefits from different schemes of the Government. To create financial sustainability an “Organic Vegetable Hut” is established inside the university campus where the local vendors are selling their goods twice in a week on every Wednesday and Saturday.

Other Outreach Initiatives: Bus shades and public toilets are built for the benefits of the society. A planned plantation and beatification initiatives have been taken by the university in the connecting road to the campus for creating awareness on environment and cleanliness among the local communities.

Activity Plan & Report:

Every department of the university have to compile the report on various outreach activities conducted on awareness, education, plantation, health, relief, charity or any other such activities for the welfare of the people. Every department much have a activity plan seeing the convenience of academic activity. It is expected that at least two activities will be conducted in each semester.

Observation of Important Days:

All departments and arms of the university shall observe the following days with effective programs apart from the regular welfare activities. 1. World Environment Day (June 5) world Blood Donation Day (June 14) World Population Day (July 11) Independence Day (August 15) World Literacy Day (September 9) NSS Day (24 September) National Blood Donation Day(1st October) national Integration Day (19th November) World AIDS Day(1st December)Anti Narcotic Day(26th June) and Republic Day (26th January) and any other event of importance.

Permission & Finance:

Before conducting any such activity outside the campus necessary permission to be take an from competent authority. Financial liability will be taken care of by organising department & in some cases management of the university will also contribute.

Collaboration:

It is advisable to conduct outreach activity in collaboration with other departments, Local authority or sponsoring organisations.

Committee:

Having an outreach committee is necessary for managing organization's efforts right from planning to the implementation and monitoring stages. An outreach committee helps strategies go as planned while identifying the essential steps to be taken and discussing objectives, timelines, resources required, and relationship building strategies. By meeting up periodically, the outreach committee would handle all aspects of the programme and would be accountable for its success, so the organization should definitely form one in the community targeting for structure and organization.

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| 1. | Dr AC Talukder | Chairperson |
| 2. | Dr Alpana Choudhury | Convener |
| 3. | Dr Papiya Dutta | Member |
| 4. | Dr Sandeep Gupta | Member |
| 5. | Ms Girimallika Sarma | Member |
| 6. | Dr Mayuri Devi | Member |
| 7. | Mr Gautam Gogoi | Member |
| 8. | Dr Deboja Sharma | Member |
| 9. | Dr Bakhtiar Hussain | Member |
| 10. | Dr Nazir Hussain | Member |
| 11. | All HoDs | Member |
| 12. | Students Members | Two nominated student by the HoD one male & one Female from each department. |

CONTACT:

For any clarification and Details, Dean Welfare/ Director Welfare/ Outreach Officer may be contacted.

Campus

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