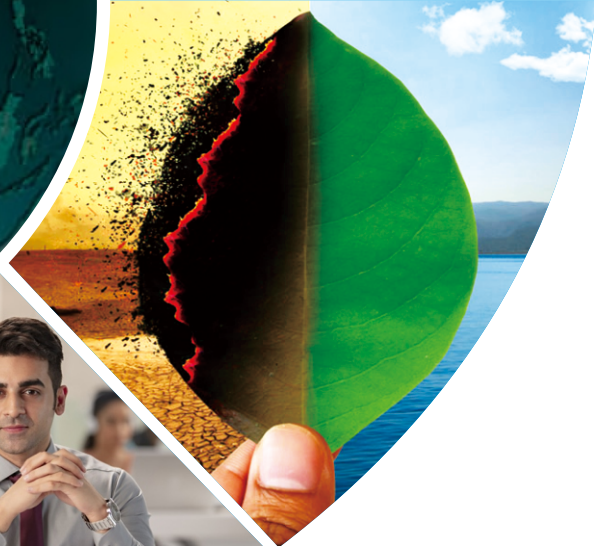


Centre for

University Social Responsibility



Jananayak

Chandrashekhar University

Ballia



“Universities should not only remain centres of education and academic activities but should also become centres of community development. Universities should also teach lesson of social duty for building a cultured society.”

Smt. Anandiben Patel
Chancellor and Governor, U.P.



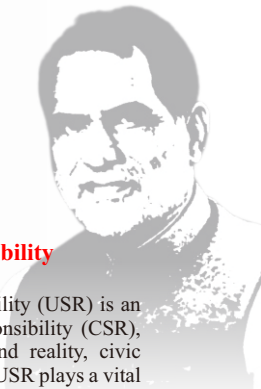
Jananayak
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The vision of Jananayak Chandrashekhar University is to evolve an egalitarian society, infusing in the communities an urge to uphold values in the larger context of society, for the sake of social upliftment. To fulfill this objective, the University Centre for Social Responsibility, established in the University, (**Centre for University Social Responsibility**) is an endeavour to involve its stakeholders and connect them with the mainstream development. Along with this, the centre will also make positive efforts in the direction of green development, climate change and environmental protection. The university will provide youth quality education as well as employable vocational education, besides helping in the protection of the environment.

The focus of the university for developmental activities will be on those urban and rural areas where Jananayak Chandrashekhar University is functioning. The University Social Responsibility Centre will ensure that all sections of people get benefited from the activities being undertaken by the government. Along with this, the special focus of this centre will be on those groups which are socially and economically marginalized. This centre is based on the concept of Antyodaya. It will include women, children, youth, farmers, labourers, and people from weaker sections.

Vision

Jananayak Chandrashekhar University, Ballia through the University Social Responsibility Center, will make efforts in the direction of development in the areas of inclusion of marginalized groups, sustainable development, environmental protection and enhancement, education, health etc. while ensuring the quality life of the direct and indirect stakeholder groups of the university.



The Concept of University Social Responsibility

The concept of University Social Responsibility (USR) is an extension of the spirit of Corporate Social Responsibility (CSR), which is based on the pursuit of knowledge and reality, civic awareness, and long-term development of society. USR plays a vital role in enhancing the quality of life of the community by enhancing academic development, research, and social work. USR is not only a social activity but also a strategy for sustainable development, under which the university will try to reach out to more and more people to empower them and bring about self-reliance. Just as CSR helps business and society to achieve socially, economically, and environmentally sustainable development by promoting business practices, in the same way directly and indirectly, USR extends its contribution to the students and public on the path of social, economic and environmental progress through education, awareness, sensitization, and skill development.

Hon'ble Prime Minister, Government of India has also focused on the significance of the CSR and has launched several social and environmental campaigns to address the CSR activities of various industries. A prime example of it is the construction of lakhs of toilets across the country as part of the 'Swachh Bharat Mission'.

Relevance of University Social Responsibility

'Social responsibility' as a concept is relatively new in higher education, although it has been part of the core functions of higher education for a long time. Institutions of higher education in ancient times were not only renowned educational institutions but were also social research institutions because teachers were not only involved in the dissemination of knowledge, but also played an active role in the exploration of knowledge, and they also contributed immensely to the progress of the society. Apart from teaching, ancient institutions like Nalanda and Takshashila are known for their research contributions in science, medicine, astronomy, logic, philosophy, mathematics, grammar etc and also for the socio-cultural activism of their teachers. Thus, ancient higher education institutions have performed three functions – teaching, research and discharging social responsibility through them.

Social responsibility broadly means that universities openly address social challenges, make students aware of their responsibilities towards the society in which they live, as well as contribute to the welfare of society. Hence, an important function of universities arises as they need to highlight social responsibility which essentially aims at sensitizing the students and teachers to such values as altruism, kindness, and generosity.

Mission

- * To provide a common platform for ideas, resources, policies, harmony and solution of problems among the direct and indirect stakeholders of the university.
- * Social inclusion of the deprived sections of society.
- * Strive towards achieving the goals of sustainable development in the community.
- * To assist the stakeholder groups in providing a quality lifestyle.
- * To develop a sense of social inclusion among the stakeholders.

Objective

- * To ensure inclusive and quality education.
- * To develop a sense of responsibility among the students towards society.
- * To promote skill development training.
- * To create awareness among the public on health-related issues.
- * To improve maternal and child health and eliminate malnutrition.
- * Environmental protection and promotion.
- * To connect rural women with means of livelihood and making them self-reliant.
- * Promoting better nutrition and sustainable agriculture.
- * Cleanliness and maintenance of national monuments and heritage sites.
- * To spread awareness and empower women and adolescent girls for gender equality.
- * To strengthen community outreach activities by collaborating with public and private social organizations.
- * To organize cleanliness programs and campaigns in slums.

Principle

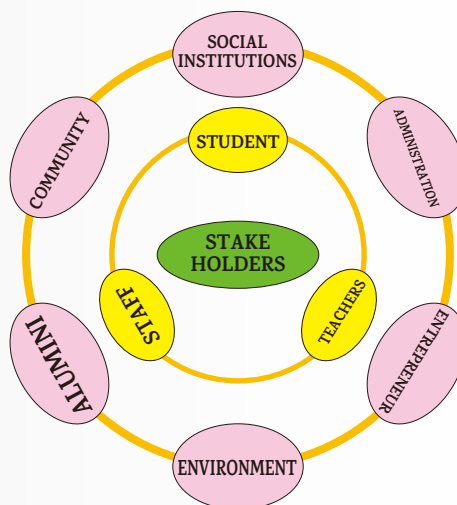
The USR is based on some important guiding principles like Impact, Partnership, Positive Initiatives, Volunteering, Communication, and Innovations.

Focus Areas of the USR

USR will focus on five key areas - Education, health, self-reliance, security and culture. Besides this it will also contribute in the areas of sports, disaster relief, and environment etc, with an aim to enhance the quality of life of the communities.

Stakeholders

Stakeholders are “any person or group that affect or is affected by an organization’s actions, decisions, policies, practices or goals”. Stakeholders are also referred to as “interest group”. Higher education institutions or universities also influence or influenced by their various stakeholders such as students, faculty members, administrative staff, prospective students, alumni, parents, entrepreneurs, accrediting bodies, local community, general public, media, government, suppliers etc. To function effectively and create a positive impact on society, it is the priority of the university to work in accordance with the expectations of its stakeholders.



Programmes and Initiatives of University Social Responsibility Centre

Stakeholders of USR	Programmes and Initiatives of USR
Students and alumni	<ul style="list-style-type: none"> * Establishment of skill development centres. * Providing coaching to students for various employment exams. * Organizing health camps for the students. * Conservation and promotion of indigenous sports. * Organizing cultural programmes. * Creation of entrepreneurs. * Identification of needs of social problems and research work. * To ensure that the merit and experience of the alumni are utilized in the interest of the university. * To connect the alumni with the current academic and social activities being conducted in the university.
Faculty and staff	<ul style="list-style-type: none"> * Organizing health camps and construction of health centres. * Organizing blood donation camps. * Identification of tuberculosis patients and providing support for their treatment. * Formation of sports club. * Formation of welfare cell. * Organizing yoga and naturopathy camps. * Establishment of family library. * Organizing annual job fair. * Establishment of employee’s welfare centre in which vocational training programs are organized for the family members of the employees of the university. * Organizing annual retreat programmes for faculty and staff.

General public	<ul style="list-style-type: none"> * Organization of health camps. * Providing financial assistance to needy patients. * To create awareness among the general public for reduction in infant and maternal mortality rate. * Campaign for prevention and treatment of communicable diseases like malaria, tuberculosis, and HIV/AIDS. * To strive for the rehabilitation of the patient. * Working on issues related to adolescent and reproductive health. * To promote awareness about various health issues. * Carrying out research work on health-related issues such as anaemia, malnutrition, maternal and infant mortality during and after pregnancy. * Taking initiatives for clean drinking water and sanitation. * Formation of self-help groups and encouraging entrepreneurship. * Helping people with disabilities to let them lead their lives with respect and dignity. * Capacity building of farmers on improved methods of agriculture and other allied sectors. * Creating awareness among the community about water harvesting structures and irrigation facilities. * Creating market and marketing linkages for farm and forest-based products. * Extending relief measures during natural disasters at the local level. * Carrying out and supporting rehabilitation measures after disasters.
Social institutions	<ul style="list-style-type: none"> * Networking of local level initiations. * To organise orientation programmes for those regional, social initiations on the basis of their expertise. * To encourage voluntary organizations for social activities. * To help the services provided by the institutions accessible to the general public.
Environment	<ul style="list-style-type: none"> * To undertake tree plantation and afforestation drives. * Promoting green energy sources. * Promoting water conservation. * To conserve biodiversity, conduct research and raise awareness on issues related to biodiversity. * Promote awareness of environmental issues.
Local Administration	<ul style="list-style-type: none"> * Providing cooperation in the implementation of government schemes on social issues.
Industries and Entrepreneurs	<ul style="list-style-type: none"> * To impart industrial training to the students at the university by the entrepreneurs of different fields. * Providing cooperation for marketing of their products by connecting rural women with industries. * To make aware rural entrepreneurs involved in cottage industries about new techniques and provide them assistant in training. * To make agriculture related entrepreneurs aware about the latest discoveries and technologies done by the University in the area of agriculture. * Conducting industry related courses through the University Social Responsibility Centre to cater the need of the entrepreneurs.

Organisational Structure of University Social Responsibility Centre

Patron

Hon'ble Vice Chancellor

Jananayak Chandrashekhar University, Ballia

Advisory Committee

* Chief Development Officer (C.D.O. Ballia)

* Chief Medical Officer (C.M.O. Ballia)

* Social Welfare Officer, Ballia

* District Forest Officer, Ballia * District Disaster Management Officers

* Two Professors nominated from the University Campus

* Two Professors nominated from the College * Two People from N.G.O.

Executive Body

President, Department of Social Work,

Vice-president, Department of Sociology,

Secretary

Member nominated by Hon'ble Vice-Chancellor

Members

All faculty members of Dept. of Social work

All faculty members of Dept. of Sociology

All the students and alumni of the University