

# POLICY FOR EXTENSION AND OUTREACH

(PEO-2017)

Document No. KLU/EXTOUTPY/PEO/02/2017



**KALASALINGAM ACADEMY OF RESEARCH AND EDUCATION**

(Under the section 3 of UGC act 1956)

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**RECOMMENDATIONS OF THE EXPERT COMMITTEE FOR THE REVISION OF  
APPROVAL IN POLICY FOR EXTENSION AND OUTREACH AT KARE 2017-18**

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The following revisions have been made in the Policy of Extension and Outreach - 2014, based on the recommendations of the committee:

1. Extension activities as a Mandatory Academic Credit course on Community Service Project (CSP) added as section 4.1
2. Inclusion of KARE- Youth Red Cross (YRC) Club for extension activities
3. Extension and Outreach programmes through Green Army
4. Extension and Outreach programmes through Agriculture Department
5. Extension and Outreach programmes through MSW Department through field work activities.

**HISTORY OF POLICY FOR EXTENSION AND OUTREACH**

S. No	Newly Added Title/ Subsection	PEO 2014 (1 <sup>st</sup> Version)	PEO 2017 (2 <sup>nd</sup> Version)
1.	Extension activities as a Mandatory Academic Credit course on Community Service Project (CSP) (Section 4.1)	Not Available	Newly Added (Page No. 3)
2.	Inclusion of KARE- Youth Red Cross (YRC) Club for extension activities	Not Available	Newly Added (Page No. 7)
3.	Extension and Outreach programmes through Green Army	Not Available	Newly Added (Page No. 6)
4.	Extension and Outreach programmes through Agriculture Department	Not Available	Newly Added (Page No. 6)
5.	Extension and Outreach programmes through MSW Department through field work activities.	Not Available	Newly Added (Page No. 6)

**POLICY FOR EXTENSION AND OUTREACH PREPARATION AND  
VERIFICATION TEAM**

Prepared by	 <b>Dr. S. Asath Bahadur</b> Director Student Affairs
Complied by	 <b>Dr. D Devaraj</b> Director Academic
Approved by	 <b>Dr. S. Saravanasankar</b> Vice-Chancellor
Ratified date by the URB	01.12.2017
Approved date by the BoM	03.12.2017

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**1. Preamble**

Extension and Outreach activities are an essential component of an education system for the holistic development of the students and research scholars, offering community services through research, education, and technological resources. The Kalasalingam Academy of Research and Education (KARE) is committed to carving out a generation who would take an active role in social activities and has been serving the society for more than three decades, impacting rural developments through technological upliftment and entrepreneurship growth in the neighbourhood community. With this aim in view, extension services are made available to nearby schools, villages and communities with full involvement of KARE students and faculty in a consultative manner based on their problems and need in line with the national policies & priorities. Therefore, KARE gives utmost importance to the extension activities which in turn help the holistic development of the students. Taking all these into consideration, the Policy for Extension and outreach activities (PEO) of KARE is formulated to achieve excellence in extension activities by creating a vibrant ecosystem for conduction and implementation of extension and outreach activities involving all stakeholders to volunteer for social welfare activities.

**2. Objectives**

- ❖ To address social issues through curriculum-based learning considering the holistic development of the students.
- ❖ To sensitize the students for servicing towards the transformation of community through technological innovation.
- ❖ To create an ecosystem for extension and outreach activities to achieve social welfare through well-established NSS/NCC/YRC/Green Army units and University clubs.

- ❖ To encourage the stakeholders of the KARE to effectively participate in community problem-solving.
- ❖ To link the community with the KARE through signing Memorandum of Understanding (MOU) to carry out collaborative extension activities.

### **3. Promotion of Extension and Outreach Activities at KARE**

KARE has the practice of promoting extension and outreach activities through various modes including Teaching & Learning Process (TLP) in regular academic courses. Accordingly, the extension activities at KARE are concentrated and connected with the curriculum offering through credit courses with the specific learning outcomes towards social benefits. On the other hand, outreach activities are not directly connected to the curriculum; however, such activities are conducted to promote the holistic development of the students linking to the society. Further, the students are encouraged to promote communication and interaction with society on new ideas and technologies to improve their living standards through practicing. Interaction includes various forms such as identifying and studying problems, sharing knowledge, technologies, innovations and experiences, developing solutions, disseminating results and initiating actions. In this policy, outreach means services to the community people using knowledge, technology, and products by the University through various established units. In order to realize the above-mentioned objectives, the institution organizes several extension and outreach programmes primarily focusing on health, environment, education and compassion. All these extension activities are coordinated by the Dean – Extension Activities, Dean Student Affairs, various club incharges, and faculty & student representative of each department. The well-constituted Units/Bodies such as National Service Scheme (NSS), National Cadet Crops (NCC), Green Army, Youth Red Cross (YRC), and the University clubs organize variety of extension and out research activities to sensitize the social commitment of an individual and holistic developments of our students.

### **4. Implementation of Extension Activities in curriculum and regulations**

The extension activities at KARE are planned into three specific categories to sensitise students to social issues and their holistic developments as mentioned below:

- 4.1 Academic credit course (Community Service Projects-CSP)
- 4.2 Academic Non-CGPA course (NSS and NCC)

4.3 Non-Academic extra/co-curricular programmes (Clubs, department activities, NGO sponsored activities)

#### **4.1 Extension activities as a Mandatory Academic Credit course on Community Service Project (CSP)**

The KARE students will undergo community service project by analyzing problems in the society. They perform field visit to various areas in the proximity of our institute and analyze the challenges being faced by the people in day-to-day life. A survey is conducted by the students which helps in affirming if the problem identified by them has practical significance. The students are expected to create working prototypes which effectively demonstrate its use in a practical scenario. The course enables the students to apply the design knowledge which they have gathered through the design related courses included in the curriculum. This process also aids in the creative thinking for developing the final product. The students are allowed to fabricate the product only when the faculty members and the experts approved the design through scheduled review process. In general, a team of 4-6 students are permitted to carry out the community service design work which results in the improvement in the coordination and management skills. Once the projects are completed students are entertained to apply for patents which will be used for the expected community. The community service project is a cornerstone of the major design experience as this helps the students realise the Engineering challenges in the process of a new product development. The students are able to use this experience for better planning and execution of the project work which is the culmination of the undergraduate programme.

#### **4.2 Extension activities as a Non CGPA course (NCC and NSS)**

The activity participation under KARE units of National Cadet Corps (NCC) and National Service Scheme (NSS) will be offered as a three credit Non-CGPA course (**NCG 1003 and NCG 1004**) to facilitate the holistic learning, development and empowerment of all the students. Upon successful fulfillment of the requirement of the extension activities student will be evaluated and given credits as described in the subsequent sections. The earning of those credits will also be reflected in the academic transcript of the students.

##### **4.2.1 NATIONAL CADET CORPS –NCC (NCG 1003 - 3 Credits)**

The activity under NCC events nurture Self-discipline, loyalty, respect and patriotism are nurtured among the NCC students. The students are encouraged to participate in NCC and at

the fulfillment of requirement as mentioned in Table 1 the academic system will assimilate the credit point earned by the student.

**Table 1. Eligibility and Allocation of Credits for NCC participation at KARE by the student in Non-CGPA courses.**

S.No	Eligibility	No. of credits
1	A cadet should earn 75 % of attendance every year (for three years)	Three
2	A cadet must attend two camps (One camp compulsorily within the first two years)	
3	A cadet should complete the 'B' certificate at the end of the second year	
4	A cadet should complete the 'C' certificate/pass the test conducted by the Company Commander*	

#### 4.2.2 NATIONAL SERVICE SCHEME-NSS (NCG 1004 -3 Credits)

The extension activities under the NSS programme influence the students in understanding their problems in the rural and urban areas of the state, the various policies of the Government or the society and their impact on human life are brought to the perception of the students. They are encouraged to participate in various community development programs to develop their all-around personality. In addition, the National Service Scheme (NSS) conducts annual camp in the neighboring villages for 7 days, which helps them to mingle with the village and rural people to understand their lifestyles and needs better. Various activities enable the students to cultivate the much-needed traits like self-confidence, leadership, self-discipline, commitment and dedication, hard work and teamwork and the same qualities will help them to excel in academics as well. Upon successful fulfillment of the requirement of the extension activities through NSS as mentioned in the Table 2 the student will be evaluated and given credits as described in the subsequent sections. The students accumulate new knowledge, experience changes in their attitude and behaviour positively towards the socially deprived or oppressed. Health awareness Programs, Blood Donations, Tree Plantations, Awareness Rallies, Day Specials, Chikungunya, Dengue and Swine flu Awareness, awareness about social and health problems like female foeticide,



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dowry system, environment protection, waste plastic collection, Back to Nature Awareness Program, consumer protection awareness, anti-corruption, Human Immunodeficiency Virus (HIV) awareness, anti-tobacco and cleanliness awareness etc.

**Table 2. Eligibility and fulfilling requirement of NSS participation at KARE.**

S.No.	Condition/attribute	Fulfilling requirement(s)
1	Pre-requisites / Eligibility conditions	A bonafide student of the Kalasalingam University
2	Detailed course content / Syllabus	Orientation course 20 hours Campus work 20 hours Community service 20 hours Total time in regular activities 120 hours/yr <i>Source: NSS manual p. 9 &amp; 10.</i>
3	Duration of the course, Total number of hours	Two Years 240 Hours
	Minimum attendance requirement	75% (90 hours/year)
4	Contact Hours	4 hours/week 15 hours/month 60 hours/semester (4 months) 120 hours /year 240 hours in the 2-year period <i>Source : NSS manual p. 83-84.</i>
5	Assessment Procedure	As per NSS norms
6	Passing criteria	Attendance (75% in 180 hours in the 2-year period). Attending one annual special camp. <i>Source : NSS manual p.84</i>
7	Conditions for repeating the course, in case of failure	In case of failure to complete the 120 hours in a year, day camps of 8-hour duration may be organised on weekends and holidays. The regular activities may be planned for 16 hours on consecutive days. <i>Source : NSS manual p.17.</i>

### **4.3 Non-Academic extra/co-curricular programmes (Clubs, department activities, NGO sponsored activities)**

KARE will also undertake extension and outreach activities through established students centric clubs, school or department initiatives, and with the support of Non-Governmental Organizations. The club activities relating to the communal harmony, welfare, awareness programmes will be encouraged in the extension and outreach activities. The process of proposal and activity execution will be through Dean – Extension Activities, Dean Student Affairs. In addition, the following priority areas are included in the Extension and Outreach programmes at KARE:

#### **4.3.1 Extension and Outreach programmes through Green Army**

- ❖ Green Building and Green Campus
- ❖ Energy Sources and Conservation
- ❖ Vehicle Free day and Energy Audit
- ❖ Traffic awareness program

#### **4.3.2 Extension and Outreach programmes through Agriculture Department**

- ❖ Awareness program on mulberry production process
- ❖ Vermi model construction programme
- ❖ Azolla production awareness programme
- ❖ Cost effective organic manure programme
- ❖ Other awareness programs to the farmers to their local needs.

#### **4.3.3 Extension and Outreach programmes through MSW Department**

- ❖ Field work activities towards community service

### **5. Establishment of unit/club/bodies for Extension and Outreach**

Following are the well-established wings in KARE for organizing the extension and outreach activities:

**5.1 National Credit Crops (NCC) at KARE:** Kalasalingam Academy of Research and Education (Earlier Arulmigu Kalasalingam College of Engineering) has taken a lead and started the technical NCC unit in 2003 under the Unit 4 (TN) Engineering Company NCC, Madurai to train its students to join the services as officers. KARE is a sub unit of 100 cadets. University offers 'B' and 'C' certificates for Senior Division/Senior wing (SD/SW) cadets. The University has an NCC Office and parade ground for cadets. Students have a choice to

opt for NCC as a Non-CGPA course in his/her first year. This subunit has achieved several land marks and has added several feathers to the crown of our university.

**5.2 National Service Scheme (NSS) at KARE:** National Service Scheme (NSS) has been introduced in the erstwhile Arulmigu Kalasalingam College of Engineering (Now Kalasalingam Academy of Research and Education) in 1987 as part of the academic programmes and ever since NSS has been functioning as a regular feature in the realm of our education. Now we have 17 units with around 1700 students registered in NSS. Students have an option to choose NSS as a Non-CGPA course in his/her first year. The various events/activities that are offered to students enrolled in NSS include gender issue, National Integration & Social Harmony, Disaster Management, Environment Enrichment etc. which go a long way in accomplishing the goal of NSS to contribute to maneuvering our youth towards building our nation.

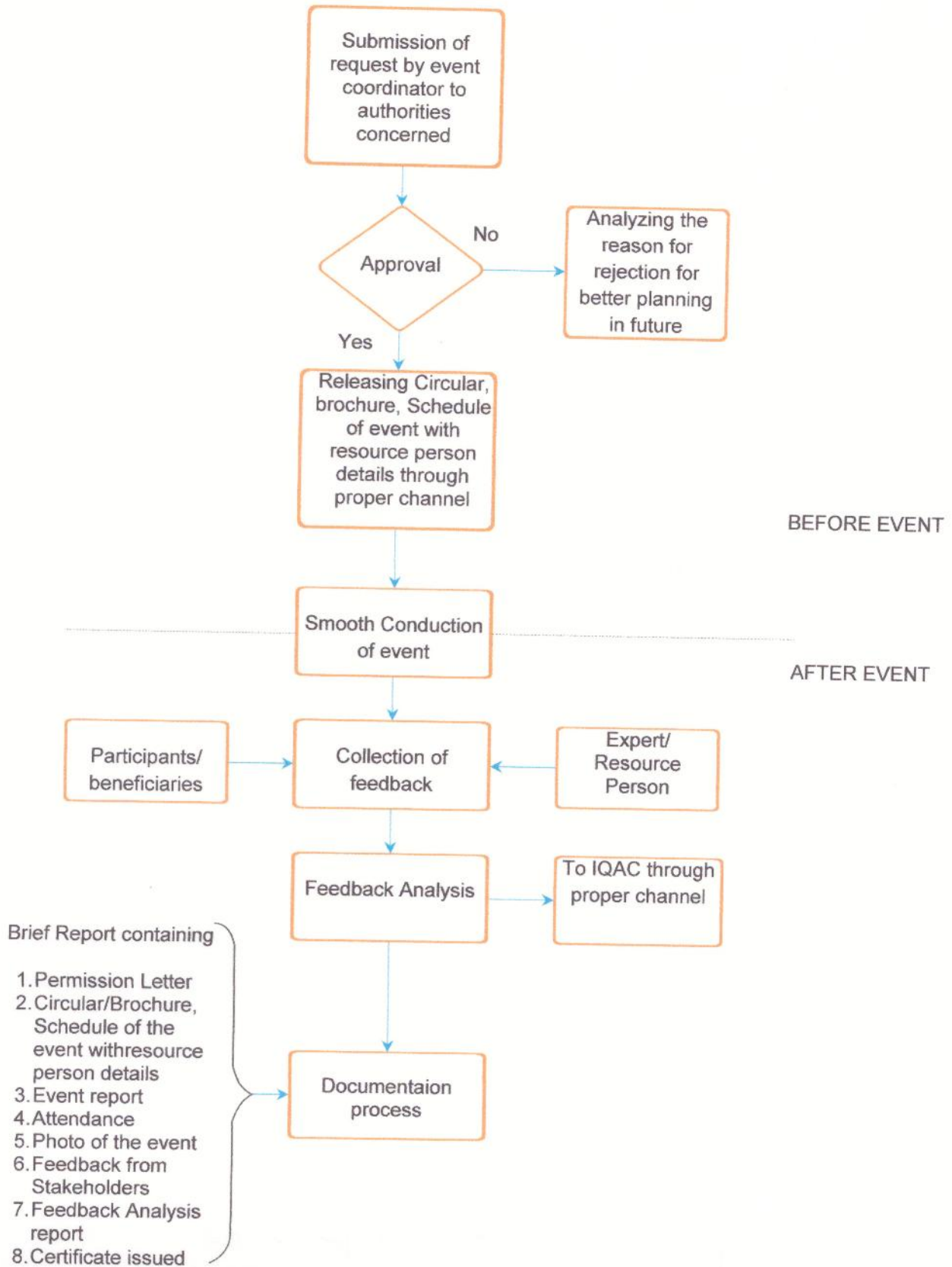
**5.3 Youth Red Cross (YRC) at KARE** Youth Red Cross Club was started in the academic year of 2015-16 with an approval from Indian Red Cross Society, Chennai. Youth represent a substantial part of the membership of Red Cross for its humanitarian commitment. Young volunteers have made a significant contribution to meeting the needs of the most vulnerable people within their local communities through Red Cross youth programme. Around 300 students have enrolled in youth red cross in the academic years. The programme focuses on the following areas:

- ❖ Encourage community service through training and education Disseminate
- ❖ The seven fundamental principles of Red Cross and Red Crescent movement through activities that encourage the Red Cross ideals
- ❖ Promote international friendship with activities that cultivate a humanitarian spirit.

**5.3 University Clubs at KARE:** The university clubs are established by a systematic process in KARE under the headship of Director-Student Affairs. The detailed proposal theme with the vision of the club is submitted to the office of student affairs. The proposal is selected based on type of activities involved for the holistic development of the student fraternity. If recommended, the proposal of the Club is sent for approval through the statutory bodies of KARE, IQAC to the Board of Management. Each Club is set up under a Faculty Incharge or coordinator for organizing extension activities inline to the calendar. The clubs that undertake most of the extension and outreach activities include Fine Arts Club, Sports Club, Tamil Mandram, Nature Club, Photography Club, Green Army, and Women Empowerment Cell. In case of further addition of the relevant clubs for extension activities, prior approval will be required form the office of Director-Student Affairs of KARE.

**6. Process chart to conduct Extension and Outreach Activities**

The following procedures will be applied to identify, approve and implement extension and outreach activities are shown in the below flowchart:



### **6.1 Area/Community identification based on need/impact analysis**

The concerned unit/cell/body should identify the area/community for conducting the extension activity considering the appropriate need analysis and advice in discussions with KARE stakeholders. The proposer should also formulate interventions based on the requirement or type of activity with experts' involvement.

### **6.2 Logistic arrangements for Extension and Outreach Activities**

The concerned unit/cell/body coordinator should detail the logistic support required from KARE, such as transportation facility, laboratory auditorium resources etc., along with the request for approval of the extension activity/event. The resource incharge will consider the requirements based on availability feasibility and priority of optimum utilization for the successful conduction of the approved event. The coordinator of the approved event shall be responsible for effectively utilizing and handling the provided assets or resources.

### **6.3 Awards and recognitions to students/research scholars/faculty towards Extension and Outreach participation**

The coordinator should follow the appropriate guidelines for the award of the certificates or recognition of the participants. Therefore event organizer should consider prior approvals from the respective authority of the Unit/club/body under which the extension activity is proposed. The University will honor and award the student/faculty/research scholars for their successful participation, highlighting their achievements displayed on the website, and printed in the newsletters and annual reports of the University.

## **7. Implementation of National Campaign/ Schemes/ Priorities through Extension activities**

The extension activity will primarily consider the nation-wide government schemes such as Awareness about Government schemes like Jandhan Yojana, Swachhh Bharat Abhiyan, open-defecation free (ODF), Beti Bachao-Beti Padhao, Vyasana Mukti (De-addiction), Voting awareness, Swachh Bharat Programmes, the birth anniversaries of eminent leaders, celebration of Independence day and Republic Day. All the special-days such as Environment day, Ozone Day, Constitution Day, Sadbhavna Day, Yoga Day, Teachers' Day, Hindi Day, etc., are to be celebrated periodically to familiarize students with the value of our national trends and traditions.

**8. Preparation of report and post-event documentation of extension and outreach activity**

The empowered committee or coordinator(s) should organize the feedback from the community/area, and participants for their perception and outcome of the extension activity. The detailed report should be submitted with an impact analysis of the extension activity along with the event photographs for review by IQAC and further archiving in KARE records and website.

**9. General Code of Ethics - Extension and Outreach activities**

1. All Extension and Outreach activities should observe appropriate ethical guidelines
2. Extension and Outreach activities shall be conducted in an open/transparent manner and perceive high ethical standards.
3. Extension and Outreach activities incharges shall ensure that all Extension and Outreach assets under their care is adequately protected.
4. Deference of gender, religion, economic status and culture shall be upheld by all Extension and Outreach activities incharges during their programs.
5. Extension and Outreach activities incharges shall work to maintain their professionalism, honesty, and respect the rights of others or other people(s) or property.

**10. Amendments and revision of PEO**

In general, the frequency of policy revision will be three years, however the policy will be reviewed every year based on the suggestions and expert advice of the statutory bodies of KARE. The announcements of national/state welfare schemes & priorities prescribed by Govt. of India will be included in the KARE extension activities with immediate effect.

In case of no modification or changes suggested, the same policy in its existing form will be effective irrespective of the years. The Board of Management is requested to consider and approve the Extension and Research Policy (PEO-2017).



**Vice-Chancellor**

**Name: Dr. S. Saravanasankar**

Copy submitted to the Chancellor & Vice Presidents – for the favour of information

Cc: to Registrar & Controller of Examination, Directors and Deans

Cc: to All HoDs with request to circulate among the Faculty Members & Web admin