SWAMI VIVEKANAND SUBHARTI UNIVERSITY®

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Policy on Identification and Engagement of External Local Stakeholders

SWAMI VIVEKANAND SUBHARTI UNIVERSITY
Registrar
MEERUT
20.01

S. No.	Particulars	Description
1	Policy Number	Ref-U-01/SVSU/2025/1477(1) Date-20.01.2025
2	Policy Statement	Swami Vivekanand Subharti University is committed to identifying, engaging, and collaborating with local stakeholders external to the University, including community members, local authorities, industries, non-governmental organizations (NGOs), educational institutions, healthcare organizations, and other relevant groups. The policy aims to foster meaningful partnerships, encourage stakeholder participation in academic and community development initiatives, address local needs, and promote inclusive, sustainable, and mutually beneficial development through education, research, innovation, outreach, and social responsibility.
3	Scope of the Policy	This policy applies across all academic faculties, departments, research centers, and administrative units; all university-led outreach, extension services, healthcare initiatives, and collaborative projects of the university; and authorized representatives engaging with external groups.
4	Policy Status	Original
5	Originated By	
6	Reviewed By	Registrar
7	Effective Date of Policy	20.01.2025
8	Approving Authority	Hon'ble Vice Chancellor
9	Policy Review Date	

SWAMI VIVEKANAND SUBHARTI UNIVERSITY * MEERUT * Registrar 20.01.2025

1. Preamble

Swami Vivekanand Subharti University recognizes the importance of meaningful engagement with external local stakeholders in promoting inclusive development, social responsibility, community welfare, and sustainable growth. As an institution of higher education, the University acknowledges its responsibility to understand the needs, expectations, and challenges of the surrounding community and to contribute through education, research, innovation, healthcare, outreach, and extension activities.

The University aims to establish constructive and mutually beneficial relationships with local communities, government authorities, industries, non-governmental organizations (NGOs); educational institutions, healthcare organizations, professional bodies, and other relevant stakeholders. This policy provides a structured framework for identifying external local stakeholders, understanding their needs, facilitating their participation, and developing collaborations that contribute to institutional development and community well-being.

2. Objectives

The objectives of this policy are to:

2.1. Establish a systematic mechanism for identifying and mapping external local stakeholders relevant to the University's academic, research, healthcare, outreach, and development activities.

2.2. Understand local community needs, priorities, expectations, and challenges through consultations, surveys, meetings, and other appropriate engagement methods.

2.3. Promote meaningful partnerships with local authorities, industries, NGOs, educational institutions, healthcare organizations, and community-based groups.

2.4. Facilitate community engagement through extension activities, healthcare services, awareness programmes, capacity-building initiatives, and social outreach.

2.5. Encourage the exchange of knowledge, expertise, resources, and best practices between the University and external stakeholders.

2.6. Establish mechanisms for documenting, monitoring, and evaluating stakeholder engagement activities and their outcomes.

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3. Identification of External Local Stakeholders

The University shall identify external local stakeholders based on their geographical proximity, relevance to institutional activities, potential contribution to community development, and interest in collaborative initiatives.

Stakeholders may include, but are not limited to:

3.1. Local Communities: Residents, community groups, village committees, urban neighbourhood associations, and other community representatives.

3.2. Government and Public Authorities: Municipal bodies, district administration, local government departments, public service agencies, and other relevant authorities.

3.3. Educational Institutions: Schools, colleges, universities, vocational training centres, and educational networks.

3.4. Industries and Businesses: Local industries, employers, entrepreneurs, start-ups, business associations, and professional organizations.

3.5. Healthcare Organizations: Hospitals, clinics, public health agencies, community health centres, and other healthcare service providers.

3.6. Non-Governmental and Community-Based Organizations: NGOs, charitable organizations, voluntary associations, and organizations working in social welfare, education, health, environment, and rural development.

3.7. Professional and Research Organizations: Research institutions, professional bodies, technical organizations, and knowledge partners.

3.8. Other Relevant Groups: Farmers, artisans, self-help groups, youth groups, women's groups, and other stakeholders relevant to the University's activities.

4. Stakeholder Mapping and Prioritization

The University shall encourage relevant faculties, departments, research centres, and administrative units to undertake stakeholder mapping according to the nature and objectives of their activities.

Stakeholders may be prioritized based on:

- Relevance to the University's mission and institutional priorities.
- Identified community needs and local development challenges.

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- Potential for mutual benefit and long-term collaboration.
- Expertise, resources, and experience that stakeholders can contribute.
- Opportunities for social impact, inclusion, and sustainability.
- Feasibility of engagement and availability of institutional resources.

Where appropriate, stakeholder mapping may include stakeholder category, geographical area, identified needs, proposed engagement activities, responsible University unit, and expected outcomes.

5. Modes of Stakeholder Engagement

The University may engage external local stakeholders through the following mechanisms:

5.1. **Consultations and Meetings:** Organizing stakeholder consultations, community meetings, focus group discussions, and interactive sessions to understand local needs and gather feedback.

5.2. **Academic Collaboration:** Involving relevant stakeholders in curriculum enrichment, guest lectures, seminars, workshops, internships, apprenticeships, and skill development programmes.

5.3. **Research and Innovation:** Encouraging collaborative research, field studies, action research, innovation projects, and community-based problem-solving initiatives.

5.4. **Outreach and Extension Activities:** Conducting awareness campaigns, educational programmes, environmental initiatives, social welfare activities, and capacity-building programmes.

5.5. **Healthcare Initiatives:** Organizing health camps, health awareness programmes, preventive healthcare activities, and community health services through the relevant University units.

5.6. **Industry and Employment Linkages:** Facilitating industry interaction, career guidance, placement support, entrepreneurship development, and employment-oriented training.

5.7. **Formal Partnerships:** Establishing appropriate collaborations through memoranda of understanding (MoUs), agreements, joint projects, or other approved institutional arrangements, wherever necessary.

5.8. **Feedback and Communication:** Providing suitable channels for stakeholders to share suggestions, concerns, feedback, and proposals for future collaboration.

6. Roles and Responsibilities

6.1. Academic Faculties and Departments

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- Faculties and departments shall identify relevant local stakeholders, develop suitable engagement initiatives, encourage academic and professional collaboration, and maintain records of activities undertaken.

6.2. Research and Development Cell

- R&D Cell shall explore opportunities for collaborative research, community-based studies, innovation, and knowledge transfer in consultation with relevant stakeholders.

6.3. Healthcare Units

- The concerned units shall coordinate relevant community engagement, extension services, healthcare initiatives, and social outreach activities in accordance with applicable institutional procedures.

6.4. Central Admission Cell

- Identify and engage local schools, colleges, educational institutions, parents, and prospective students.
- Organize admission awareness programmes, career counselling sessions, and educational outreach activities.
- Collect feedback from prospective students and parents to understand their educational needs and expectations.
- Maintain records of stakeholder interactions, outreach programmes, and feedback.

6.5. Wellness Center

- Establish linkages with local healthcare providers, hospitals, counselling centres, NGOs, and community organizations.
- Organize health awareness programmes, wellness camps, mental health awareness sessions, and preventive healthcare activities.
- Promote awareness of physical, mental, and emotional well-being among local communities.
- Maintain records of wellness activities, stakeholder participation, feedback, and outcomes while protecting confidentiality.

6.6. National Service Scheme (NSS) Unit

- Identify local communities, NGOs, and public institutions for community service and outreach activities.
- Organize cleanliness drives, tree plantation, health awareness, literacy, and other social welfare programmes.

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- Engage student volunteers in activities promoting civic responsibility, environmental sustainability, and community development.
- Document community service activities, beneficiaries, stakeholder feedback, and outcomes.

6.7. National Cadet Corps (NCC) Unit

- Establish linkages with local authorities, public service agencies, and community organizations for approved outreach activities.
- Organize civic awareness, road safety, disaster preparedness, environmental protection, and community service programmes.
- Encourage cadets to participate in activities promoting discipline, leadership, national integration, and responsible citizenship.
- Maintain records of outreach activities, stakeholder participation, collaborations, and outcomes.

6.8. Unnat Bharat Abhiyan (UBA) Unit

- Identify and engage adopted villages, Gram Panchayats, village communities, and other rural stakeholders.
- Conduct village surveys and community consultations to identify local needs and development priorities.
- Facilitate village development initiatives in areas such as education, healthcare, sanitation, agriculture, livelihoods, and environmental sustainability.
- Document village-level interventions, community participation, stakeholder feedback, and development outcomes.

6.9. Gender Sensitization Cell

- Identify and engage external stakeholders, including NGOs, social organizations, and experts working in gender sensitization and awareness.
- Organize workshops, awareness campaigns, and interactive sessions on gender sensitivity, respect, inclusion, and prevention of gender-based discrimination.
- Collaborate with local institutions and community organizations to promote gender-sensitive attitudes and practices.
- Maintain records of stakeholder engagements, awareness programmes, participation, and outcomes.

6.10. Women Empowerment Cell

- Establish linkages with women's organizations, self-help groups, NGOs, and government agencies working for women's welfare and empowerment.

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- Organize programmes on women's rights, leadership, skill development, financial literacy, entrepreneurship, and personal safety.
- Facilitate community outreach initiatives that promote women's participation in education, employment, and decision-making.
- Maintain records of programmes, stakeholder participation, collaborations, and outcomes.

6.11. Gender Equity Cell

- Engage with external organizations and community stakeholders to promote equal opportunities and gender equity.
- Organize awareness programmes addressing gender discrimination, stereotypes, equal rights, and inclusive participation.
- Facilitate collaborative initiatives that support equitable access to education, employment, and development opportunities.
- Maintain records of activities, stakeholder feedback, participation, and outcomes.

6.12. Environment Department

- Identify and collaborate with local authorities, environmental agencies, NGOs, and community groups working on environmental protection and sustainability.
- Organize tree plantation drives, waste management campaigns, biodiversity conservation activities, and environmental awareness programmes.
- Engage local communities and stakeholders in initiatives related to water conservation, energy efficiency, pollution prevention, and sustainable resource use.
- Maintain records of environmental initiatives, stakeholder participation, measurable outcomes, and collaborative activities.

6.13. Equal Opportunity Cell

- Identify and engage NGOs, community organizations, government agencies, and other stakeholders supporting disadvantaged and underrepresented groups.
- Organize awareness and outreach programmes promoting equal access to education, support services, and development opportunities.
- Facilitate linkages with relevant organizations to support the educational and social inclusion of eligible beneficiaries.
- Maintain records of stakeholder engagements, outreach activities, feedback, and initiatives undertaken to promote equal opportunities.

6.14. Entrepreneurship Development Cell

- Establish linkages with local industries, entrepreneurs, start-ups, MSMEs, financial institutions, and business associations.

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- Organize entrepreneurship awareness programmes, skill development workshops, mentoring sessions, and business plan competitions.
- Facilitate interaction between aspiring entrepreneurs and external stakeholders to promote innovation, start-ups, incubation, and self-employment.
- Maintain records of collaborations, training programmes, mentoring activities, start-up initiatives, and outcomes.

6.15. Career Counseling Cell

- Establish connections with local employers, industries, professional organizations, recruitment agencies, and skill development institutions.
- Organize career guidance sessions, employability workshops, placement drives, aptitude development programmes, and industry interactions.
- Facilitate career counselling, internship opportunities, skill development, and employment-related linkages for students.
- Maintain records of stakeholder interactions, career guidance activities, internships, placement initiatives, and outcomes.

7. Review and Amendment

This policy shall be reviewed as and when required.

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