

Under the aegis of NEP -2020
Directorate of Social & Corporate Relations
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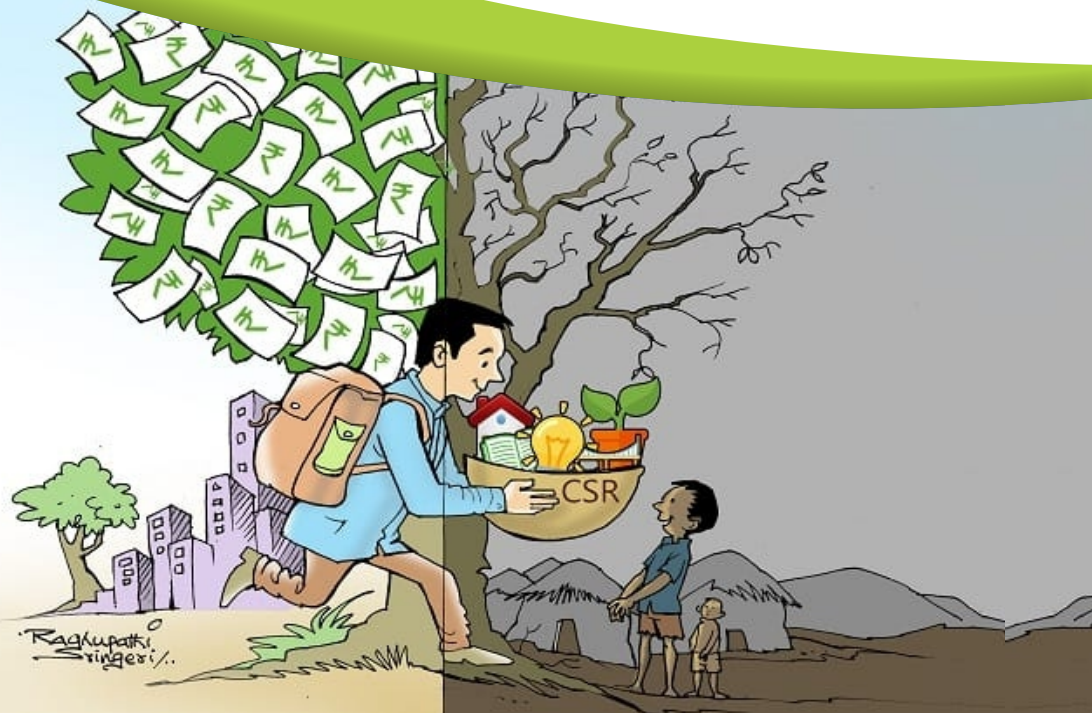


महात्मा ज्योतिबा फुले
रुहेलखण्ड विश्वविद्यालय, बरेली

Mahatma Jyotiba Phule Rohilkhand University
Bareilly - 243001 (U.P.) India

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www.dscrmjpru.in



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Message ...

Under the aegis of National Education Policy 2020, a robust and thriving academic development is central to university's quest for equitable, inclusive and sustainable growth within its jurisdiction and beyond. India's development sector has evolved substantially over the last few decades and is now witnessing unprecedented interest and investments across the value chain. With the passage of the Companies Act, 2013 the mandate for Corporate Social Responsibility (CSR) has been formally introduced to the dashboard of the Boards of Indian companies. The industry has responded positively to the reform measure undertaken by the government with a wide interest across the public and private sector, Indian and multinational companies. The practice of CSR is not new to the companies in India but its employability in academic institution especially in research, innovation and societal project is started in couple of years back. However, what this Act does is bring more companies into the fold and in doing so that the total CSR spends will increase, which may be an additional source of fund for MJP Rohilkhand University. The newly created Directorate of Social & Corporate Relations (DSCR) aims to walk the CSR practitioner through some of the key choices that may be required to be made while pursuing CSR objectives and develop a potential platform that is socially sensitive and responsible. I appreciate the sincere efforts poured by Prof. Sanjay Garg, Dr. Alok Srivastava, Dr. Gaurav Rao, Dr. Ashok Kumar and others to formulate the DSCR proposal for consideration of Executive Council.



Prof. K.P. Singh
Vice-Chancellor

A tremendous social responsibility comes with being a successful public performer. - A. Bartlett Giamati

Mahatma Jyotiba Phule Rohilkhand University (MJPRU), established in 1975 as an affiliating University, was upgraded to affiliating-cum-residential University in 1985. MJPRU imparts education through its 15 faculties viz. Faculty of Agriculture, Faculty of Arts, Faculty of Commerce, Faculty of Legal Studies, Faculty of Science, Faculty of Applied Science, Faculty of Education, Faculty of Humanities & Social Science, Faculty of Education and Allied Sciences, Faculty of Engineering and Technology, Faculty of Management, Faculty of Medical Sciences, Faculty of Dental Sciences, Faculty of Fine Arts, Faculty of Ayurveda and Unani and its 25 constituent teaching departments in the University campus like Ancient History, Economics Business Administration, Plant Science, Animal Science, Law, Education, Engineering & Technology, Pharmacy, Hotel Management, etc. as well as through its 548 affiliated colleges.

The University headquarter is located in Bareilly, with its territorial jurisdiction extending over nine districts of Rohilkhand Region; Bareilly, Moradabad, Rampur, Bijnor, Jyotiba Phule Nagar, Badaun, Pilibhit, and Shahjahanpur. The university campus spreads over 206 acres. Lush green land possesses all the infrastructure required for a university like an administrative building, faculty buildings, a central library, a sports complex (both outdoor and indoor), a Multipurpose Hall, hostels for boys & girls, residences for officers of the university, faculty members, non-teaching staff, and a guest house.

The National Education Policy (NEP-2020) aimed at imparting quality university education and universal access to good education as the key to India's continued ascent, and leadership on the global stage in terms of economic growth, social justice and equality, scientific advancement, national integration, and cultural preservation. Universal high-quality education is the best way to develop and maximize the potential of our country's rich talents and utilize its resources for the good of the individual, the society, the country, and ultimately for the world. The new National Education Policy targets to reorient the education system towards meeting the needs of the 21st century by achieving the twin objectives of inclusion, excellence and to



You cannot escape the responsibility of tomorrow by evading it today.
- Abraham Lincoln

develop conscious awareness towards roles and duties and inclusion of community participation which would minimize the exclusion of underprivileged societies. This will motivate students to learn more about the diverse culture of India, its knowledge system, and tradition, and also sensitize them on human values, empathy, tolerance, human rights, gender equality, inclusion, and equity which will develop respect for diversity. Indeed, with the quickly changing employment landscape and global ecosystem, it is becoming increasingly critical that students not only learn but more importantly learn how to learn and serve society. It is based on the principle that education must develop not only cognitive capacities - both the 'foundational capacities' of literacy and numeracy and 'higher-order' cognitive capacities, such as critical thinking and problem-solving but also develops and maintain social, ethical, and emotional equilibrium.

The NEP 2020 explores the rich heritage of ancient and eternal Indian knowledge system and thought has been a guiding light for the transformation of society and education. *The pursuit of knowledge (Jnan), wisdom (Pragya), and truth (Satya) was always considered the highest human goal of Indian thought and philosophy.* **** Ik fo|k ;k foeqDr;s **** has been the basic aim of knowledge as this aim was not confined only up to imparting information or to prepare the students only to face the challenges of life but the true aim of education was to transform an individual to an enlightened soul and prepare him for his livelihood as well as enable him to lead a happy, contented and fulfilled life, ultimately taking him to emancipation.

As per NEP2020, University and Higher Education institutions must represent the key to more vibrant, socially engaged, cooperative communities and happier, cohesive, cultured, productive, innovative, progressive, and prosperous individuals, society, nation, and ultimately the whole world. The role of University and higher education will determine the place of knowledge in providing solutions to future challenges. Aspects of social responsibility in higher education although does get articulated very categorically in this document, mirrors the ideas that are being spoken about under the social corporate responsibility banner. The document also advocated for awarding certificates and credits for such activities; an aspect we are assertive today, in all our capacities. It provided for the concept of a university that is suited to the production of universal knowledge that is of benefit to society, nation, and across the globe.

Goodness is the only investment that never fails.
- Henry David Thoreau

In 2013 the central government also enforced an act for the corporate sector to act towards their social responsibility in the form of "Corporate Social Responsibility" under company act section 135. According to the act, the corporate sector has to spend 2% of their gross income contributing to social responsibility. The central government has recently amended the act and has included Public funded universities under the company CSR activities. In the face of the presently growing isolation of University and higher education from society, there is a need of the hour in 21 century to establish determination for genuinely engaging with the community, conduct socially relevant research education, and nurture social responsibility amongst academia as part of their core objective. It proposes an innovative aspect of furthering the quality of higher education in the University in terms of strengthening community engagement and promoting social responsibility.

In view of the above MJPRU is committed to lead society and promote the overall acquisition of knowledge to address societal, national as well as global challenges. As such, continuous reflection regarding social commitment is the sign of the higher education systems of the future, where this commitment is understood as the service that education provides in terms of the public good. In this sense, the aim of universities is not to serve private capital, but rather to become a catalyst for individual and social development and a source of critical and independent thinking through social corporate relations.

"The early bird catches the worm," so MJPRU is determined to adopt a



Main entrance of the university

The business should not be about money. It should be about responsibility. It should be about public good, not private greed. - Anita Roddick

"The early bird catches the worm," so MJPRU is determined to adopt a proactive approach to take advantage of this innovative plan of uses of CSR for institutions. The main objectives of the DSCR includes to promote corporate community-university partnerships, dissemination and generation of knowledge to bring quantitative improvement in the life of people, to encourage participatory research, and to form and promote alliances with community-based organizations in the planning and execution of projects. Social Responsibility in Higher Education is manifested in various ways both inside and outside the university and colleges. As per the NEP 2020, The University and Higher education must recognize, identify, and nurture the unique capabilities of each student, by recognizing social corporate responsibility, sensitizing teachers as well as parents to promote each student's holistic development through academic and community service domains via social responsibility. The vision of India's new education policy 2020 has accordingly been crafted to ensure that it touches the life of every citizen, consistent with their ability to contribute to many growing developmental imperatives of this country on the one hand, and towards creating a just and equitable society on the other.

- a) To expand progressive activities within and outside the university for the advancement of shared societal visions and public life, which involves the multidimensional application of knowledge in society.
- b) To enable, explore, and facilitate the socio-economic, legal, technological cultural, and human rights upliftment of unprivileged persons and societies to earn their sustainable livelihood and dignified life.
- c) To provide and navigate various researches, development, and innovative facilities, which transform sustainably our nation into an equitable and vibrant knowledge society, by providing high-quality holistic education, research, and scientific advancement.
- d) To develop facility and infrastructure for the promotion & protection of the sustainable way of life, art of living sport, yoga, health care, and naturopathy and other socio-cultural heritage, environment, and Biodiversity.
- e) To collaborate with corporate, industries, academia, society, and individual at a national, international, and multinational level to navigate, facilitate and disseminate activities, which directly or indirectly interact with education, research, innovation, development and advancement of social and human life and

*The real goal of what we're doing is to have a positive impact on the world.
- Ed Catmull, Pixar*

The Vice-chancellor shall constitute the DSCR comprising of faculty members of the university or its affiliates by assigning them the post of Director, Associate Director, and Assistant Director as an additional charge in addition to their own duties. These assignments will be purely of temporary in nature and can be withdrawn/changed/suspended with the approval of the Vice-Chancellor at any time.

4. Office

The DSCR will be established/relocated at a suitable place in the university with the due approval of the Vice-Chancellor.

5. The Functions of DSCR

The function of the DSCR is to establish and strengthen the relationship between the university and its component and affiliates with industries and the corporate sector. The university will also offer to option of need-based utilization of its resources and expertise for the industry and corporates. DSCR will work as a potential window for creating social and corporates linkages with the university mainly in the following areas :

- i. Facilitate through education, research, community service, and cooperation by addressing all forms of exclusion and marginalization, disparity, vulnerability, and inequality in terms of education access, and participation.
- ii. Development and organization of various sustainable and eco-friendly activities and program
- iii. Development of the Care and facilities Centers for disadvantaged groups of persons or society within the university, college, and also outside the premises of the university and provide them meals, education, and skill-based training.
- iv. Conserve socio-cultural and historical heritage as well as maintain and enhance the environment and biodiversity.
- v. Excavation of the historical sites of the nearby regions and maintaining and preserving them as important monuments.
- vi. Give support to students in the field of sports yoga, skill development, and other activities.
- vii. Conduct the University-Industry collaborative research project for qualitative and quantitative improvement in various aspects of life, technolegal, human resource.
- viii. Strengthen the University library, digital learning to make it a network-based digital resource center/facilities to combat the digital divide.

To be truly successful, companies need to have a corporate mission that is bigger than making a profit. - Marc Benioff, Salesforce

- ix. Maintain and Equip the University studio for the production of e-contents for the stakeholders.
- x. DSCR can take any progressive initiative to expand and strengthen the University-Industry-social relation which is essential and not covered above in the interest of the university.

6. Statutory and Legal Status

As per the National Education Policy, 2020, social and corporate responsibility in higher education is manifested in a number of different ways both inside and outside the higher education institution. It recommends an innovative aspect of improving the quality of higher education in the country in terms of strengthening community engagement and promoting social responsibility. The Uttar Pradesh University Act, 1973 as well as M.J.P. Rohilkhand University First Statutes also states that; The University has a duty to co-operate and collaborate with other Universities and authorities in such manner and for such purpose as the university may determine. DSCR will be a constituent entity of the university for academic and administrative purposes. The staff posted/transferred in DSCR will work under the administrative control of the Director of DSCR and the Director will directly report to the Vice-Chancellor.

A separate account of DSCR will be maintained in the university as per the approval of the Vice-Chancellor as per university rules.

8. Modus Operandi

A. In the university, all the offers and proposals under social and corporate relationships will be routed and executed by the DSCR with the approval of the Vice-Chancellor.

B. Affiliated/constituent Colleges and institutions, desirous of establishing the DSCR unit in their campuses, may do so with the prior approval of DSCR as per the procedure prescribed by DSCR



Creating a strong business and building a better world are not conflicting goals-they are both essential ingredients for long term success. - Bill Ford

9. Conflict of interest and Dispute Resolution

- a) The University reserves the right to amend the rules and regulations of DSCR any time with the permission of the Vice-Chancellor.
- b) The clause relating to dispute resolution should be mentioned in Memorandum of understanding /Memorandum of Association, etc. to be entered with a party while undertaking Collaborations and cooperation with DSCR. In case of mentioned and non-mentioned the clause, and in all other cases, the decision of the Vice-Chancellor shall be final and binding on all the concerned parties.



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DIRECTOR



Dr. Alok Srivastava
ASSOCIATE DIRECTOR



Dr. Gaurav Rao
ASSOCIATE DIRECTOR



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