

FACULTY OF ARTS

CENTRE FOR RURAL DEVELOPMENT

**ARURVAC03 - COMMUNITY ENGAGEMENT AND SOCIAL RESPONSIBILITY
IN HIGHER EDUCATION INSTITUTIONS (HEIs)**

Course Objectives

- LO1 To develop an appreciation of values of rural community, their life-style and wisdom amongst students.
- LO2 To learn about the status of various social responsibilities by the HEIs.
- LO3 To apply classroom knowledge of courses to field realities and thereby improve quality of learning

Course Outcomes

- CO1 Gain an understanding of rural life, culture and social realities
- CO2 Develop a sense of empathy and bonds of mutuality with local community
- CO3 Appreciate significant contributions of local communities to Indian society and economy
- CO4 Learn to value the local knowledge and wisdom of the community
- CO5 Identify opportunities for contributing to community's socio-economic improvements

Unit. I

Community Engagement – Concept – Definitions – Components – Community Participation – Community initiatives– Community Based Organizations (CBOs)– Rural Youth Clubs , Farmers Clubs- Self Help Groups (SHGs) – MahilaMandals’ Role – NGOs Participation.

Unit. II

Social Responsibility – Meaning – Definitions – Need and Importance– Types of Social Responsibilities - Advantages of Social Responsibility – Factors, Determinants, Funding – Welfare Programmes – Development Schemes – Skill Development Initiatives – CSR & Rural Development.

Unit. III

Fostering Social Responsibility and Community Engagement in HEIs – Goals -Key Principles-Participation of HEIs – Role of Students & Faculty members – Role of Extension Centres& Training & Placement Organizations.

Unit. IV

Social Responsibility& Community Engagement through other organizations – Role of NSS, Youth Red Cross, NCC and Students' Organisations in executing social responsibility – Blood Donor's Club, Animal Protection & Ethical Wings.

Unit. V

Extension & Out-reach Programmes - Village Adaptations- Interaction with CBOs – Participatory Initiatives – Development of Appropriate Technology – Community Engagement in various cultural promotions – Livelihood wisdoms – Social responsibility of both community and institutions.

Text Books:

1. Nirbhay Lunde, 2018, "Corporate Social Responsibility in India', Notion Press, I Edn, ISBN:9781644295434, PP.120, New Delhi
2. Prabhakaran Palarei, 2019, CSR Concept, Cases and Trends', Cengage Learning India Pvt. Ltd, I Edition, New Delhi, ISBN: 9353501601

References:

1. Case Study on CSR, 2019, Prachi.M, Havels Foundations, New Delhi
2. Corporate Governance Ethics and CSR, 2013, Simpon.J, Taylor.J.R, Koga Page Publishers, London
3. Rangan. K & Chase. L & Karim. S, 2015, 'The truth about CSR', Harward Business Review, 93 (1/2), pp.40-49.
4. www.ugc.ac.in on social responsibility in HEI.