St Joseph College of Communication
Media Village, Changanassery
Affiliated to Mahatma Gandhi University, Kottayam, Kerala
Vision: Transforming Media for a Wholesome World
Founded in 2004

SJCC
VALUES IN VISUALS

Policy on Extension and Outreach Programmes

Responsible Executive	Convener, Social Action Cell, St Joseph College of Communication
Responsible Office	Office of the Principal, St Joseph College of Communication
Date Issued	November 2020
Date Last Revised	November 2023
Code	SJCC/INSP/21/23

1. Statement of Policy

St Joseph College of Communication is committed to carving out a generation that would take an active role in social activities. Our Faculty and students are encouraged to participate in collaboration with other organizations in carrying out social extension and outreach programs manifesting the vision and mission of the college. The Policy for Extension and Outreach Programmes provides objectives and operational guidelines for engaging students in community extension activities for reciprocal learning and service to validate their actions.

2. Objectives

- Foster a strong connection between the college and the local community through various outreach initiatives and programs.

- Encourage students and staff to actively participate in social service activities, promoting a sense of responsibility and commitment to societal development.

- Provide opportunities for students to apply their academic knowledge in real-world settings, enhancing their practical skills and professional development.

- Organize campaigns and workshops on critical social issues, such as health, environment, and education, to raise awareness and drive positive change in the community.

- Promote cultural exchange programs to enrich students' understanding of diverse cultures and perspectives.

- Develop programs aimed at supporting and uplifting marginalized and underprivileged groups within the community.

- Extend educational resources and support to local schools and community centres, fostering a culture of learning and growth.

- Partner with local organizations, NGOs, and government bodies to undertake collaborative projects that address community needs and challenges.

- Initiate and support environmental conservation projects, encouraging sustainable practices within the college and the broader community.

3. Academic Extension and Outreach Programmes

Academic extension and outreach programs play a vital role in enriching the educational experience beyond the confines of the classroom. These initiatives involve students and teachers engaging with external institutions, communities, and stakeholders to share knowledge, expertise, and resources. Whether through workshops, seminars, or collaborative projects, these programs foster collaboration, promote lifelong learning, and contribute to societal development. By participating in academic extension and outreach activities, students not only deepen their understanding of academic concepts but also develop essential skills such as communication, leadership, and problem-solving. Moreover, these initiatives often result in meaningful partnerships and networks that benefit both the institution and the wider community. Overall, academic extension and outreach programs serve as integral components of a holistic and impactful educational ecosystem.

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Internal Quality Assurance Cell

4. Social Extension and Outreach Programmes

Social extension and outreach programs involve students and/or teachers visiting and supporting various institutions such as orphanages, old age homes, and providing financial aid for medical treatments, as well as distributing food to those in need. These initiatives aim to instill values of compassion, empathy, and social responsibility among students and staff. By engaging in such activities, individuals learn the importance of caring for and supporting the less privileged members of society. These programs not only provide essential assistance to vulnerable groups but also promote a culture of inclusivity and kindness within the college community. Through hands-on experiences, participants develop a deeper understanding of social issues and are inspired to contribute positively to the well-being of society.

5. Operational Guidelines

- Information about these programs is shared through notices and Heads of Departments.

- The college appreciates the services provided by students and faculty by considering their working for such activities as on duty.

- Building connections with the community is achieved through NSS activities, clubs, cells, initiatives, faculty expertise, MOUs, and social initiatives.

- Faculty members in charge of these units will provide appropriate training to students before they begin their work in communities.

- The college will provide quality facilities within its means to enable students to actively participate in community extension activities.

- Respective faculty members will monitor and ensure students' effective engagement with the community.

- Students involved in community outreach activities must maintain appropriate behaviour on campus, in the community, and in online interactions.

- All students must comply with college requirements for community work, including obtaining consent from parents/guardians, informing faculty members, and Heads of Departments about their activities, and maintaining records.

- Students are expected to maintain records of their community extension activities in the prescribed format and submit activity reports to the Coordinator of IQAC at the end of each academic year.

6. Approval & Review Details

Approval Authority:

Executive Director, St Joseph College of Communication, Changanassery

Officer In-charge:

Convener, Social Action Cell, St Joseph College of Communication, Changanassery

Approved on: November 2023

Next Review Date: November 2024

8. Feedback:

Stakeholders may provide feedback about this document by e-mailing IQAC.