



Social Responsibility  
through Quality Assurance  
of Tertiary Education

# Civic Engagement

Promoting Civic Engagement in Higher Education via the  
Assessment and Accreditation of Tertiary Institutions



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**NAAC India**



# Civic Engagement

## A guiding Definition



Civic Engagement (Institutional Social Responsibility) is a pedagogical approach in which faculty members and others collaborate to provide opportunities for students to partner with community-based organizations in order to confront ideas, issues, and aspirations through the integration of theory and practice.



# Civic Engagement

## Varieties and Levels



**The broad categories of civic engagement include:**

- **Political engagement:** Involves active participation in political processes, institutions, and activities that influence policy-making and governance (eg. voting)
- **Community engagement:** active involvement and participation in activities that promote the betterment of local communities.
- **Civic skills engagement:** active development and application of skills necessary for effective participation in public life and civic affairs (eg public speaking, civic education)
- **Social justice engagement:** active involvement in efforts aimed at addressing systemic inequalities, promoting equity, and advocating for fairness in society( protesting, advocating for policy change)



# Civic Engagement



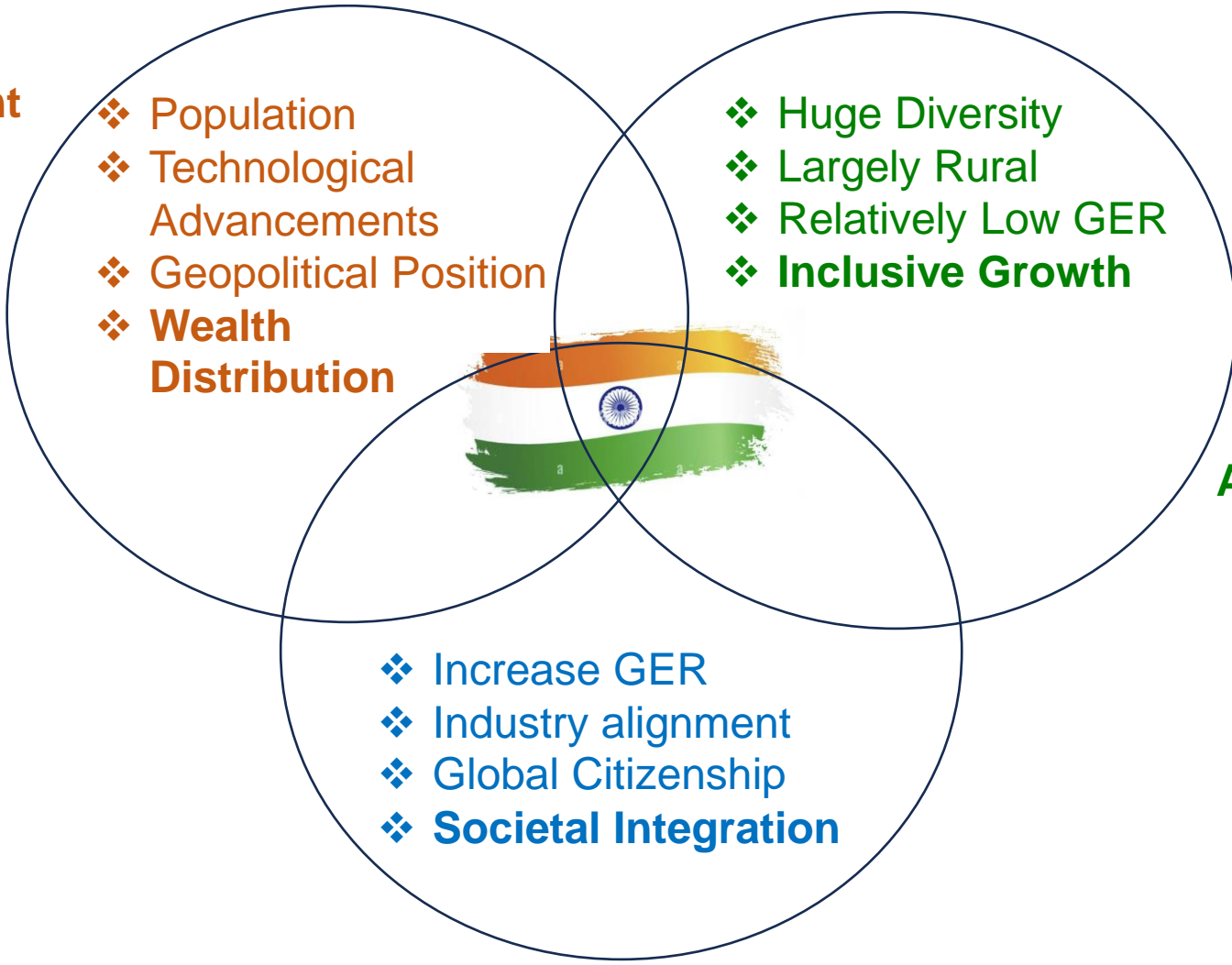
## Global and National perspectives



- UN Sustained Development Goals
- Multi-country cooperations
- National context and priorities
- State-level variations
- Political Motivations
- Short-term priorities (Such as Covid)



# Civic Engagement India-A case in Point



**Economic Development**

- ❖ Population
- ❖ Technological Advancements
- ❖ Geopolitical Position
- ❖ **Wealth Distribution**

- ❖ Huge Diversity
- ❖ Largely Rural
- ❖ Relatively Low GER
- ❖ **Inclusive Growth**

**Aspirational Society**

- ❖ Increase GER
- ❖ Industry alignment
- ❖ Global Citizenship
- ❖ **Societal Integration**

**Higher Education System**



# Civic Engagement India- A case in Point



## Key Trends in Civic Engagement

Areas of Civic Engagement	Engagement levels	Awareness and Education	Activities - specific area for a shorter period of time	Activities - Sustained Engagement for longer period of time	Partnering with industry and NGOs for making it sustainable & Scalable	Comprehensive transformation of communities with sustained engagement	Best practices creation and replication
Education		Preparing rural children for competitive examination for entry to higher education				<p>Advanced India Campaign (Unnat Bharat Abhiyan)</p> <p>Relevant initiatives along with partners based of profiling of Community in the neighbourhood <a href="https://unnatbharatabhiyan.gov.in/">https://unnatbharatabhiyan.gov.in/</a></p>	Replicated in other sites
Hygiene and health	Hygiene and mensural health of rural girls and women						
Literacy (Digital literacy)	Digital India						Replicated in other sites
Skill & Employability			Employability of rural Engineering graduates				
Gender equality		Women Entrepreneurship Development					
Disabilities	Encouraging and supporting physically challenged students on campus						
Environment /Sustainability	Waste / Water Management, Biogas generation, Solar energy, etc						
Democracy and Peace	Voting Awareness						Replicated in other sites
Sports promotion	Promoting rural youth for participation in sports						

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# India- A case in Point



## Quality Measurement Response (NAAC)

- **Community focused activities and outreach programs-** The social awareness activities include areas such as Improve gender ratio, Improve GER, Clean Village, Disease free village, literacy, etc.
- **Constitutional awareness-** Voting awareness, Citizen Charters, human rights considerations, etc.
- **Mainstreaming differently-abled Children-** Awareness of opportunities and support, Disability friendly culture, barrier free environment campuses, transport support, etc.
- **Catering to Diversity** -Gender, Regional, immigrants, etc.
- **Support for Differential Learning** -Remedial Teaching, Bridge Courses, Enrichment Courses, Language Proficiency Courses, Teaching and writing examinations in Mother Tongue
- **Life-cycle skills development-** availability of clubs and activities- Yoga, Counselling, Meditation etc.,
- **Value Education:** Activities which focus on inculcating values, ethics, morals, etc.
- **Student & Employee Welfare-**Subsidized interest/interest free loans or consideration/concession to employees' dependents in admission, health & life Insurance scheme
- **Waste and Water Management-** awareness creation, enabling communities to adhere to such requirements

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## Some more examples from discussions

- Special campaign on Hygiene and health
- Awareness on Cultural diversity to promote inclusive society
- Participation in Poverty reduction programmes of the Government
- Free access to sports facilities (in particular to refugees immigrants)
- R & D projects to address community related areas
- Providing intern opportunities to marginalized communities





# Civic Engagement



## Way Forward-A Maturity model

### Suggested Attributes (OR) Key Indicators

- Alignment with Vision and Strategy
- Financial resources

**INPUT**

- Curricular and Co-curricular integration
- Partnerships & Collaboration

**PROCESS**

- Output/Outcome and Impact
- Sustainability/replicability

**OUTCOME**



# Civic Engagement



## Way Forward-A Maturity model Maturity Model

- Institutions may be classified in Levels
- Appropriate metrics for each attribute/ Key Indicators for each level
- Quantitative and Qualitative Analysis for assessing the metrics
- Opportunity to provide Civic Management rating for Institutions



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**Thank you!**



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