



Ref. No.: KRMU/Admin./O.O./2023-24/3747

Date: 26.12.2023

OFFICE ORDER

Subject: Policy on Local Stakeholder Identification and Engagement of K.R. Mangalam University.

The University has formulated and adopted the “Policy on Local Stakeholder Identification and Engagement” to provide a structured framework for identifying, engaging, and collaborating with local stakeholders to promote inclusive growth, community partnership, and sustainable development in alignment with institutional objectives and national priorities.

The said policy, as approved in the 57th Board of Management Meeting vide agenda item no. 57.19 held on 14.12.2023, is hereby notified for implementation with immediate

This order is issued with the approval of the Competent Authority.

Registrar
K.R. Mangalam University
Sohna Road, Gurugram (Haryana)
8-28-11
Registrar
K.R. Mangalam University

Copy to:

- Hon’ble Vice Chancellor – for kind information
- Dean Academic Affairs
- Dean-Research
- Dean Students Welfare
- Director-IQAC
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K.R. MANGALAM UNIVERSITY
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K.R. MANGALAM UNIVERSITY

POLICY ON LOCAL STAKEHOLDER IDENTIFICATION AND ENGAGEMENT

K.R. Mangalam University



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POLICY ON LOCAL STAKEHOLDER IDENTIFICATION AND ENGAGEMENT

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POLICY ON LOCAL STAKEHOLDER IDENTIFICATION AND ENGAGEMENT

1. Title

Policy on Local Stakeholder Identification and Engagement.

2. Purpose

This policy establishes a comprehensive and systematic framework for K.R. Mangalam University (KRMU) to identify, engage, and build mutually beneficial relationships with its local stakeholders. Recognizing that KRMU is an integral part of its surrounding community, this policy aims to foster deeper civic engagement, align institutional activities with local needs, leverage shared resources, and contribute positively to regional development. It underscores the University's commitment to social responsibility, community partnership, and enhancing its reputation as a valuable local asset.

3. Scope

This policy applies to all KRMU departments, schools, administrative units, faculty members, researchers, staff, and students undertaking activities involving engagement with the local community.

"Local Stakeholders" are defined as individuals, groups, or organizations within the geographical vicinity of the University (e.g., within a 20-30 km radius or the designated administrative district) who are directly or indirectly affected by, or can affect, the University's operations, or who share common interests and goals.

4. Objectives

The specific objectives of KRMU's local stakeholder identification and engagement efforts are to:

1. **Systematic Identification:** Develop and maintain a systematic process for identifying and mapping key local stakeholders across various sectors.
2. **Foster Relationships:** Build strong, trust-based, and reciprocal relationships with local stakeholders through regular, meaningful, and respectful dialogue.
3. **Identify Community Needs:** Understand the pressing social, economic, environmental, and educational needs of the local community to inform the University's outreach and program development.
4. **Promote Collaboration:** Facilitate and support collaborative initiatives, projects, and partnerships that address local challenges and generate shared value.
5. **Share Expertise and Resources:** Offer KRMU's academic expertise, research capabilities, human resources (volunteering), and physical infrastructure to support local development and capacity building.



6. **Enhance Student Learning:** Provide students with valuable experiential learning opportunities through community service, internships, and engagement projects within the local context.
7. **Gather Feedback:** Establish mechanisms for receiving feedback from local stakeholders on University activities, ensuring responsiveness and continuous improvement.
8. **Improve Local Impact:** Measure and report on the positive impact of KRMU's engagement on the local community, contributing to regional progress and the University's social license to operate.
9. **Align with SDGs:** Ensure that local engagement initiatives contribute to the achievement of relevant United Nations Sustainable Development Goals (SDGs) at the local level.

5. Principles

All local stakeholder identification and engagement activities undertaken by KRMU will be guided by the following core principles:

- **5.1 Mutual Benefit and Reciprocity:** Engagement should aim for outcomes that benefit both the University and the local stakeholders, fostering a spirit of mutual respect, learning, and shared growth.
- **5.2 Inclusivity and Equity:** KRMU will strive to engage with a diverse range of stakeholders, ensuring that voices from all segments of the community, particularly marginalized or underserved groups, are heard and valued.
- **5.3 Transparency and Open Communication:** All interactions will be conducted with honesty, clarity, and openness, ensuring that the purpose and anticipated outcomes of engagement are well understood by all parties.
- **5.4 Respect and Cultural Sensitivity:** Interactions will demonstrate profound respect for local cultures, traditions, values, and knowledge systems, adapting approaches to suit specific community contexts.
- **5.5 Responsiveness and Accountability:** KRMU will commit to listening actively to stakeholder concerns, responding constructively to feedback, and being accountable for the commitments made during engagement.
- **5.6 Sustainability:** Engagement initiatives will be designed with a long-term perspective, aiming for sustainable impact and fostering self-reliance within the community where appropriate.
- **5.7 Evidence-Based and Impact-Oriented:** Initiatives will be grounded in evidence and designed to achieve measurable positive impacts on the local community.



6. Identification of Local Stakeholders

KRMU will employ a systematic approach to identify its local stakeholders to ensure comprehensive and effective engagement.

- **6.1 Stakeholder Mapping:** The designated University unit (e.g., Community Engagement Office or Registrar's Office) will conduct regular stakeholder mapping exercises to identify individuals, groups, and organizations within the defined local geographical area. This will involve:
 - **Direct Outreach:** Contacting known community leaders, government officials, and institutional representatives.
 - **Review of Existing Data:** Utilizing local government directories, public records, and demographic data.
 - **Internal Consultations:** Engaging KRMU faculty and staff who already have connections in the local area.
 - **Public Information:** Monitoring local news, community forums, and social media.
- **6.2 Categorization of Stakeholders:** Local stakeholders will be broadly categorized to facilitate targeted engagement strategies:
 - **Local Government and Administration:** Municipal Corporations, Panchayats, District Collectors, Police, Health Departments, Education Departments, Public Utility Services.
 - **Educational Institutions:** Local schools (primary, secondary), colleges, vocational training centers.
 - **Local Businesses and Industry:** Small and medium enterprises (SMEs), industrial associations, market associations, local entrepreneurs.
 - **Non-Governmental Organizations (NGOs) and Civil Society:** Charitable organizations, environmental groups, social welfare organizations, self-help groups.
 - **Community Groups and Residents:** Resident welfare associations (RWAs), youth groups, cultural associations, religious organizations, local farmers, general residents.
 - **Media:** Local newspapers, radio stations, and online news portals.
- **6.3 Stakeholder Database:** A comprehensive, regularly updated database of local stakeholders, including contact information, primary areas of interest, previous engagement history, and key points of contact, will be maintained by the designated coordinating unit.



7. Engagement Mechanisms and Strategies

KRMU will utilize a diverse range of mechanisms to foster meaningful engagement with local stakeholders:

- **7.1 Formal Meetings and Consultations:**

- **Regular Consultative Forums:** Establish periodic meetings with representatives from local government, community leaders, and business associations to discuss mutual interests and potential collaborations.
- **Advisory Committees:** Invite local stakeholders to serve on University advisory committees where their input is relevant (e.g., community outreach, skill development, local planning).
- **Focus Group Discussions:** Organize structured discussions to gather specific insights on community needs or proposed University initiatives.

- **7.2 Collaborative Projects and Partnerships:**

- **Community-Based Research:** Engage faculty and students in research projects that directly address local challenges (e.g., environmental issues, socio-economic surveys, public health studies).
- **Service-Learning Initiatives:** Integrate community service projects into academic curricula, allowing students to apply their knowledge while serving local needs.
- **Capacity Building Programs:** Offer training, workshops, and skill development programs for local residents, businesses, or NGOs, leveraging KRMU's expertise (e.g., digital literacy, entrepreneurial skills, sustainable practices).
- **Joint Cultural and Educational Events:** Collaborate with local schools and cultural organizations on events like science fairs, arts festivals, literary workshops, or historical preservation projects.

- **7.3 Resource Sharing and Access:**

- **Library and IT Access:** Provide controlled access to KRMU's library resources, computer labs, or specific software for local community members or school students for educational purposes.
- **Facility Sharing:** Allow local community groups or schools to utilize University facilities (e.g., auditoriums, sports grounds, meeting rooms) for non-commercial events, subject to availability and established protocols.



- **Expert Volunteers:** Encourage KRMU faculty, staff, and students to volunteer their expertise for local causes (e.g., mentoring school children, environmental clean-ups, health camps).
- **7.4 Communication and Outreach:**
 - **Dedicated Web Presence:** Maintain a dedicated section on the KRMU website for community engagement, featuring ongoing projects, success stories, and contact information.
 - **Local News and Media:** Proactively share news and updates about KRMU's community initiatives with local media outlets.
 - **Open Houses and Campus Tours:** Organize events for local residents and school groups to visit the campus, learn about its facilities, and interact with the University community.
 - **Newsletter/Updates:** Circulate a regular newsletter or email updates to registered local stakeholders about relevant KRMU activities and opportunities.
- **7.5 Student Experiential Learning:**
 - **Internships:** Facilitate student internships with local businesses, NGOs, and government offices.
 - **Fieldwork and Projects:** Encourage academic departments to integrate local fieldwork and community-based projects into their coursework.

8. Key Areas of Engagement/Collaboration

KRMU's local stakeholder engagement will focus on areas aligned with its institutional strengths and the identified needs of the local community, including but not limited to:

- **8.1 Education and Skill Development:** Tutoring for local students, adult literacy programs, vocational training, digital literacy workshops, career counseling, teacher training support for local schools.
- **8.2 Environmental Sustainability:** Joint clean-up drives, awareness campaigns on waste management and water conservation (aligned with KRMU's Green Campus Policy), promotion of sustainable agriculture, local biodiversity projects.
- **8.3 Health and Wellness:** Organizing health camps, awareness sessions on hygiene and nutrition, mental health support initiatives, sports and fitness programs for youth.
- **8.4 Economic Development and Livelihoods:** Supporting local entrepreneurship through mentoring and workshops, market access initiatives for local artisans/farmers, skill training for local employment, small business advisory services.



- **8.5 Arts, Culture, and Heritage:** Collaborative cultural events, preservation of local heritage, promotion of local art forms, community theater.
- **8.6 Digital Inclusion:** Providing access to computing facilities and internet, training on basic computer skills and online safety for underserved populations.
- **8.7 Infrastructure Development (Advisory):** Offering expert advice on local urban planning, sanitation, and public infrastructure projects.

9. Internal Coordination and Responsibilities

Effective and consistent local stakeholder engagement requires clear internal coordination and defined responsibilities across the University.

- **9.1 Community Engagement Office/Nodal Officer:**
 - A designated "Community Engagement Office" or a Nodal Officer, preferably reporting to the Registrar, will serve as the central coordinating body for all local stakeholder identification and engagement activities.
 - **Responsibilities:** Develop and implement the University's overall local engagement strategy; maintain the stakeholder database; identify collaboration opportunities; facilitate communication between KRMU units and external stakeholders; ensure compliance with this policy; and manage resource allocation for central initiatives.
- **9.2 Vice-Chancellor and Registrar:**
 - **Vice-Chancellor:** Provides strategic vision and leadership for the University's community engagement efforts, representing KRMU at key local events and high-level partnerships.
 - **Registrar:** Oversees the implementation of this policy, ensures administrative support for the Community Engagement Office, and approves major partnership agreements.
- **9.3 Deans, Department Heads, and Centre Directors:**
 - **Responsibilities:** Encourage and support faculty, staff, and students within their units to initiate and participate in local engagement activities; facilitate the integration of community engagement into curricula and research; and ensure departmental initiatives align with the University's broader engagement strategy.
- **9.4 Faculty and Researchers:**
 - **Responsibilities:** Engage in community-based research; design and lead service-learning projects; offer expertise for local capacity building; and act as liaisons with specific community groups relevant to their expertise. All significant local engagements should be registered with the Community Engagement Office.



- **9.5 Staff (Administrative and Support):**

- **Responsibilities:** Support logistical aspects of community events; provide administrative assistance for projects; and volunteer their time and skills for local initiatives as appropriate.

- **9.6 Students:**

- **Responsibilities:** Actively participate in service-learning, volunteering, and community-based projects; provide feedback on engagement initiatives; and act as ambassadors for KRMU in the local community. The NSS/NCC Programme Officer will play a key role in coordinating student engagement.

- **9.7 Communications and Public Relations Office:**

- **Responsibilities:** Work closely with the Community Engagement Office to promote local engagement initiatives, manage media relations for community events, and highlight success stories.

- **9.8 Legal Counsel:**

- **Responsibilities:** Provide advice on any legal aspects of community partnerships, agreements, or use of University facilities by external groups.

10. Ethical Guidelines and Compliance

All local stakeholder engagement activities will adhere to the highest ethical standards and legal requirements.

- **10.1 Conflict of Interest:** All individuals involved in local engagement must identify and disclose any potential or actual conflicts of interest in accordance with KRMU's Conflict of Interest Policy. This ensures that personal interests do not improperly influence University decisions or actions.
- **10.2 Non-Partisanship:** KRMU's engagement with local government and community leaders will be non-partisan, focusing on civic improvement and educational objectives rather than political endorsements or partisan activities.
- **10.3 Data Protection and Privacy:** When collecting data from or about local stakeholders, KRMU will adhere strictly to its Data Protection and Privacy Policy and all applicable laws. Informed consent will be obtained, and data will be used responsibly and confidentially.
- **10.4 Resource Utilization:** University resources (e.g., funds, facilities, staff time) allocated for local engagement will be utilized ethically, transparently, and solely for approved purposes, in line with KRMU's financial regulations.



- **10.5 Safety and Security:** All engagement activities, particularly those involving students or requiring off-campus presence, will be planned and executed with due consideration for the safety and security of all participants, adhering to KRMU's safety protocols.
- **10.6 Intellectual Property:** Any intellectual property arising from collaborative projects with local stakeholders will be managed in accordance with KRMU's Intellectual Property Rights Policy, with clear agreements in place regarding ownership and usage.

11. Resource Allocation

KRMU recognizes the importance of allocating adequate resources to sustain meaningful local stakeholder engagement.

- **11.1 Dedicated Budget:** A recurring budget will be allocated annually for local stakeholder engagement activities, covering staff salaries for the Community Engagement Office, travel, event organization, publication of outreach materials, and support for community projects.
- **11.2 Staffing:** Appropriate professional staff will be assigned to the Community Engagement Office to manage coordination, project development, and relationship building.
- **11.3 Faculty/Staff Support:** Mechanisms will be explored to recognize and support faculty and staff engagement in community initiatives, potentially through workload adjustments, seed funding for projects, or inclusion in performance evaluations.
- **11.4 Grant Funding:** The University will actively seek external grant funding and partnerships to support larger-scale community development projects.
- **11.5 Facilities Access:** The policy will ensure a clear and transparent process for local stakeholders to access University facilities, detailing terms, conditions, and associated costs (if any).

12. Monitoring and Evaluation Framework

A robust monitoring and evaluation framework will be implemented to assess the effectiveness and impact of KRMU's local stakeholder engagement.

- **12.1 Activity Tracking:** The Community Engagement Office will maintain detailed records of all engagement activities, including stakeholder meetings, project participation, events, and communications.
- **12.2 Key Performance Indicators (KPIs):** Measurable KPIs will be established to assess the reach, quality, and impact of engagement. These may include:
 - Number of local stakeholders engaged across different categories.
 - Number of collaborative projects initiated and completed.



- Student participation in service-learning and community-based projects.
- Feedback from local stakeholders on the quality and value of engagement (e.g., satisfaction surveys).
- Documented positive impacts on local communities (e.g., improved literacy rates, environmental benefits, economic upliftment).
- Media coverage of KRMU's local engagement initiatives.
- Resource sharing metrics (e.g., hours of facility use by community, number of individuals trained).
- **12.3 Reporting:** The Community Engagement Office will prepare annual reports summarizing engagement activities, achievements against KPIs, challenges encountered, and recommendations for future strategies. These reports will be submitted to the Registrar, Academic Council, and the Board of Management.
- **12.4 Feedback Mechanisms:** Formal and informal feedback channels will be maintained with local stakeholders to gather continuous input on the effectiveness of engagement strategies and identify areas for improvement. This may include annual stakeholder surveys or community dialogues.

13. Policy Review and Amendment

- **13.1 Review Cycle:** This policy shall be reviewed biennially (every two years) by the Community Engagement Office, in consultation with the Registrar's Office, Academic Council, Legal Counsel, and key internal and external stakeholders.
- **13.2 Triggers for Earlier Review:** An earlier review may be initiated due to significant changes in local community needs, governmental policies affecting community engagement, KRMU's strategic objectives, or major lessons learned from engagement activities.
- **13.3 Amendment Process:** Proposed amendments will be drafted by the Community Engagement Office, reviewed by the Academic Council, and presented to the Board of Management for final approval. All approved amendments will be formally documented and widely disseminated.