



**The performance of the institution in one area distinctive to its vision, priority and thrust**

**Social responsibility – creating public awareness:** Universities represent a vital part of any society. The changing environment in which universities function and the challenges that higher education has been facing have simply made the higher education system very complex. The mass expansion of higher education, decrease of state expenditure & support for universities, diversification of financial resources, internationalization, commercialization, changes brought by ICT development and the adaptation of curricula to accommodate and capitalize on labour market requirements are a few important challenges to be faced. Mangalore University, being a university with difference, has its own vision of “reaching the unreached”. In this direction, it is gearing up in the areas where it can contribute. This encompasses many different areas including the need to strengthen civil commitment and active citizenship; to provide services to the community through community engagement and outreach; to promote economic and national development; to promote appropriate values, traditions, skills and cultural norms. It has even initiated tailoring of its research missions to produce research that benefits the public, the local economy and society.

A series of programs were conducted in this direction. Village adoption is one of the most prominent programs of this series that has been well received by the stakeholders. Some very interesting programs like Wall of Kindness, adoption of 10 Government primary and high schools to strengthen their academic outlooks, Mid-day meal program for post graduate students from poorer economic background, etc. have been initiated. The students of the adopted schools also get an opportunity to visit the university and experience the university ambience. All these programs are meant to bridge the gaps of disproportionate opportunities and inequities based on cultural affiliation and income levels in education system.

As part of institutional social responsibility, Mangalore University has reached out to poor families around the campus (especially in the adopted villages) and helped them during COVID19 lockdown. Many staff members of the campus joined this program of the university voluntarily and contributed to the program of the university to provide food and medicine kits to the underprivileged. The programs conducted at different locations have helped the needy during the period of pandemic. The distribution of food kits was organised during both first and second waves.



The students of some of the departments of the university (especially Department of Social Work, Sociology & others) keep going to the villages and educate them about the details of the government programs on social welfare. They even train them with yoga to lead a disciplined life with minimal stress. The general training through both village adoption as well as government school adoption programs results in human resource development at rural level. This internship aspect would help the students of the adopted villages and schools to excel in their career.

  
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