

Standard Operating Procedure (SOP) for Organizing Community Outreach Programmes

1. Objective

To establish a structured, transparent, and measurable system for planning, executing, and assessing community outreach programmes at ITM University, Gwalior. The SOP aims to ensure that every activity produces verifiable social impact, student engagement, and data-driven evidence aligned with NAAC, NIRF, and SDG benchmarks.

2. Scope

This SOP applies to all community outreach activities organized by the Schools, Departments, NSS/NCC units, and other academic or social clubs under ITM University, in collaboration with local communities, NGOs, and public bodies.

3. Pre-Event Preparation

3.1 Programme Proposal and Approval

A Programme Proposal Form must be submitted by the organizing unit at least 10 days prior to the event. The proposal should include:

- Title, theme, and objectives.
- Date, venue, and target community.
- Faculty coordinators and student volunteer details.
- Expected outcomes and alignment with SDG goals.

3.2 Impact Assessment Questionnaire

A Questionnaire to Measure Impact must be created in two versions:

- Pre-event version (to assess baseline awareness).
- Post-event version (to assess changes in knowledge, attitude, or behavior).

The questionnaire must be approved by IQAC to ensure validity and standardization. Each version must be made available through a QR code, displayed prominently at:

- Entry point or registration desk (pre-event).
- Exit area or feedback counter (post-event).

The QR code filling window shall remain open only for five (5) minutes to ensure focused and authentic responses. Organizers must announce this duration clearly during the event to facilitate timely participation. Hard copies should be available as a backup for participants unable to access digital forms.

3.3 Branding and Publicity

All posters, certificates, and reports must carry the logos of ITM University and NSS/NCC. Publicity materials must highlight the social objective, community benefit, and institutional contribution.

4. During the Event

4.1 Attendance and Participant Records

A Participant List must be maintained, recording:

- Student Volunteers
- Faculty Members
- Community Beneficiaries

Attendance must be recorded either manually or through digital forms.

4.2 Visual Documentation

Capture at least 10 photographs with geo-coordinates (location metadata). Record short video snippets (30–60 seconds) showing real-time interactions, community involvement, and outcomes. Ensure that all media follow ethical and privacy norms.

4.3 Beneficiary Feedback Collection

Each beneficiary must fill out the QR-based Impact Questionnaire within the allotted 5-minute window. Faculty coordinators must monitor the response rate and encourage completion. A minimum 75% response rate among total beneficiaries is expected for valid data analysis.

5. Post-Event Documentation

5.1 Detailed Event Report

Each event report must follow the University’s prescribed format and include:

1. Title and Theme
2. Date, Venue, and Organizing Unit
3. Objectives and Relevance
4. Summary of Activities
5. Participation Summary
6. Photographs with Geo-Tags
7. Video Snippet Reference (File Link/Drive Path)
8. Impact Assessment Report (attached)
9. Signatures of Faculty Coordinator(s)

Category	Number of Participants
Males (Beneficiaries)	
Females (Beneficiaries)	
Faculty Members	
NSS/NCC Volunteers	
Total Participants	

5.2 Impact Assessment Report

Analyze pre- and post-event QR-based responses using statistical methods. Key metrics should include:

- Awareness change (%)

- Behavioral or attitudinal shifts
- Satisfaction and perceived usefulness

Present findings through tables and charts for clarity. Attach this report with the event report and submit to:

- Dean/Director of the concerned School
- IQAC
- NSS/NCC Coordinator

6. Archival and Reporting

All reports, questionnaires, photos, videos, and data analyses must be uploaded within seven (7) days to the University's Community Outreach Repository. IQAC will perform quarterly audits to verify completeness, authenticity, and uniformity.

7. Roles and Responsibilities

Role	Responsibilities
Faculty Coordinator	Event design, implementation, and documentation
Student Volunteers	Community engagement and assistance in QR-based data collection
NSS/NCC Coordinator	Oversight of branding, compliance, and report consolidation
IQAC	Approve questionnaires, validate impact reports, and archive data
Dean/Director	Final approval and monitoring of event quality and outcomes

8. Compliance and Evaluation

Events without QR-based data, geo-tagged visuals, or Impact Assessment Reports will not be counted towards official outreach metrics. IQAC shall annually evaluate the cumulative impact and identify best practices.

9. Review and Revision

This SOP shall be reviewed annually by the IQAC in consultation with NSS/NCC Coordinators to incorporate new digital practices, accreditation standards, and community feedback.


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