# Institutional Social Responsibility of Unity (ISRU)

## Empowering Communities through Outreach Activities Aligning with UN SDGs

ISRU is Campus community outreach project. It promotes socially responsible learning and transforms lives. Students, staff, and governing body actively participate, focusing on UN Sustainable Development Goals.

# Purpose of ISRU

**1** **Community Development**

ISRU plays a crucial role in uplifting local communities.

**2** **Stakeholder Involvement**

Students, faculty, and governing body actively participate in outreach activities.

**3** **Sustainable Practices**

ISRU is committed to promoting and implementing sustainable practices.

**4** **Global Alignment**

Activities are aligned with UN Sustainable Development Goals.

# Objectives of ISRU

**Active Learning** — 1

Encourage participation in community-based learning activities.

2 — **Social Needs**

Address pressing social issues in the community.

**Key Areas** — 3

Support health, education, and sustainability initiatives.

4 — **Future Focus**

Work towards creating a sustainable future for all.

**Integration** — 5

Combine classroom learning with practical community service.

# No Poverty Initiatives

## Share and Care

Financial support provided to needy families.

## Hunger-Free Manjeri

Working towards zero hunger in the local community.

## Poverty Surveys

Conducting surveys to understand and address poverty issues.

## Meals Distribution

Providing meals to residents in old age homes.



Kozhikode, Kerala, India
New Way Building, Link Rd, Palayam, Kozhikode, Kerala
673001, India
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Long 75.782155°
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# Good Health and Well-being

## Supportive Care Visits

Regular visits to support elderly and disabled individuals.

## Anti-Drug Awareness

Campaigns to educate about drug abuse risks.

## AIDS Awareness

Informative campaigns to spread knowledge about AIDS.

## Palliative Care

Fundraising efforts to support palliative care services.

# Quality Education for All

### Audio Books

Creating audio books to assist visually impaired students.

### Reading Day

Organizing reading day celebrations to promote literacy.

### Sign Language

Conducting workshops to teach sign language and promote inclusivity.

# Clean Water and Sanitation

**1**

### Swachh Bharat Mission

Participating in national cleanliness drive.

**2**

### Water Conservation

Raising awareness about importance of water conservation.

**3**

### Clean Energy

Promoting awareness about alternative energy resources.

**4**

### Energy Conservation

Educating community on energy-saving practices.

# Economic Growth and Development

**1** **Soft Skills Training**

Providing training to enhance employability.

**2** **Stock Trading Workshops**

Educating about financial markets and investments.

**3** **Digital Financial Literacy**

Teaching modern financial tools and practices.

**4** **Entrepreneurship Support**

Assisting young entrepreneurs in their ventures.

# Reducing Social Inequalities



## Housing Projects

Building homes for low-income families to reduce housing inequality.



## Disability Assistance

Providing support and resources for individuals with disabilities.



## Awareness Campaigns

Raising awareness about issues faced by marginalized communities.

# Sustainable Cities and Communities

## Green Clean Kerala

Contributing to the state's cleanliness and sustainability initiative.
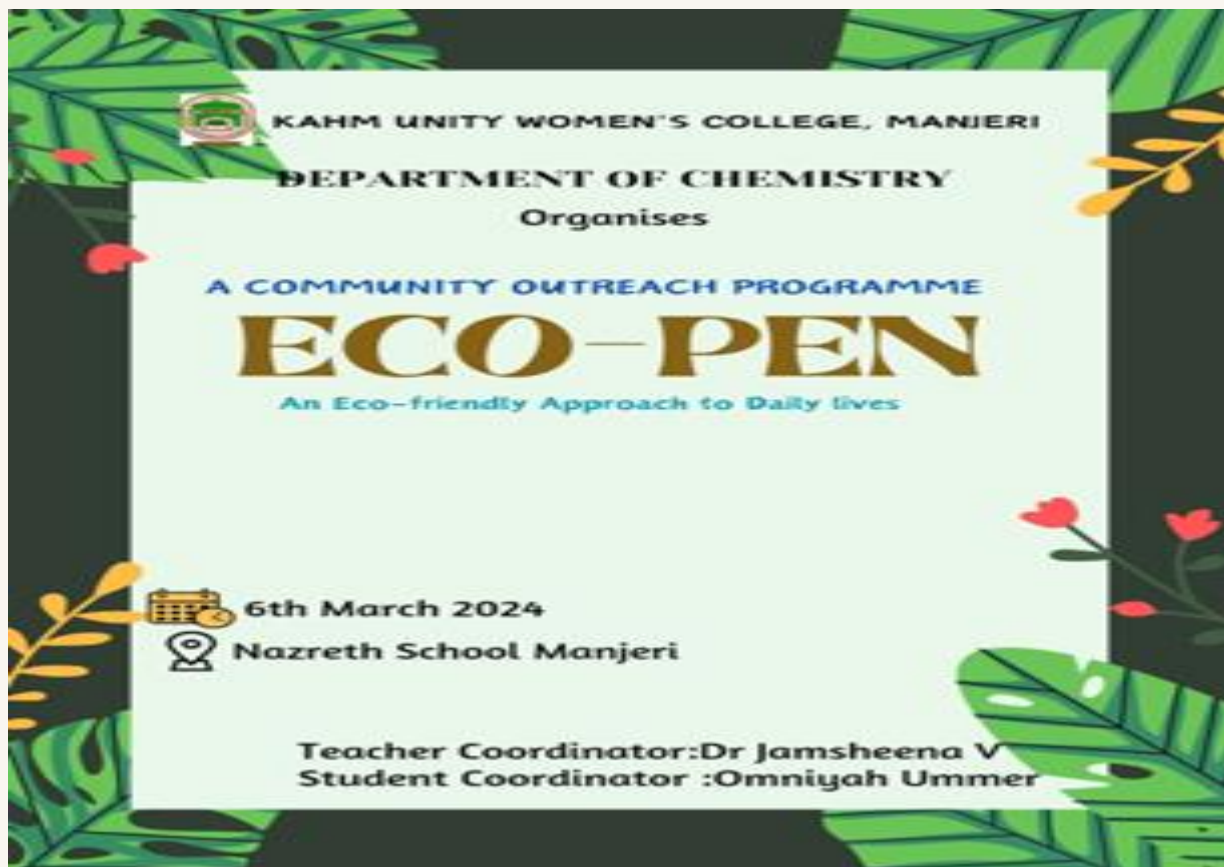
## Environmental Education

Educating school students about sustainable practices and conservation.

## Workshops

Conducting workshops on environmental conservation for the community.

# Responsible Consumption and Production

**1** — ### Recycling Workshops

Teaching community members how to recycle waste materials effectively.
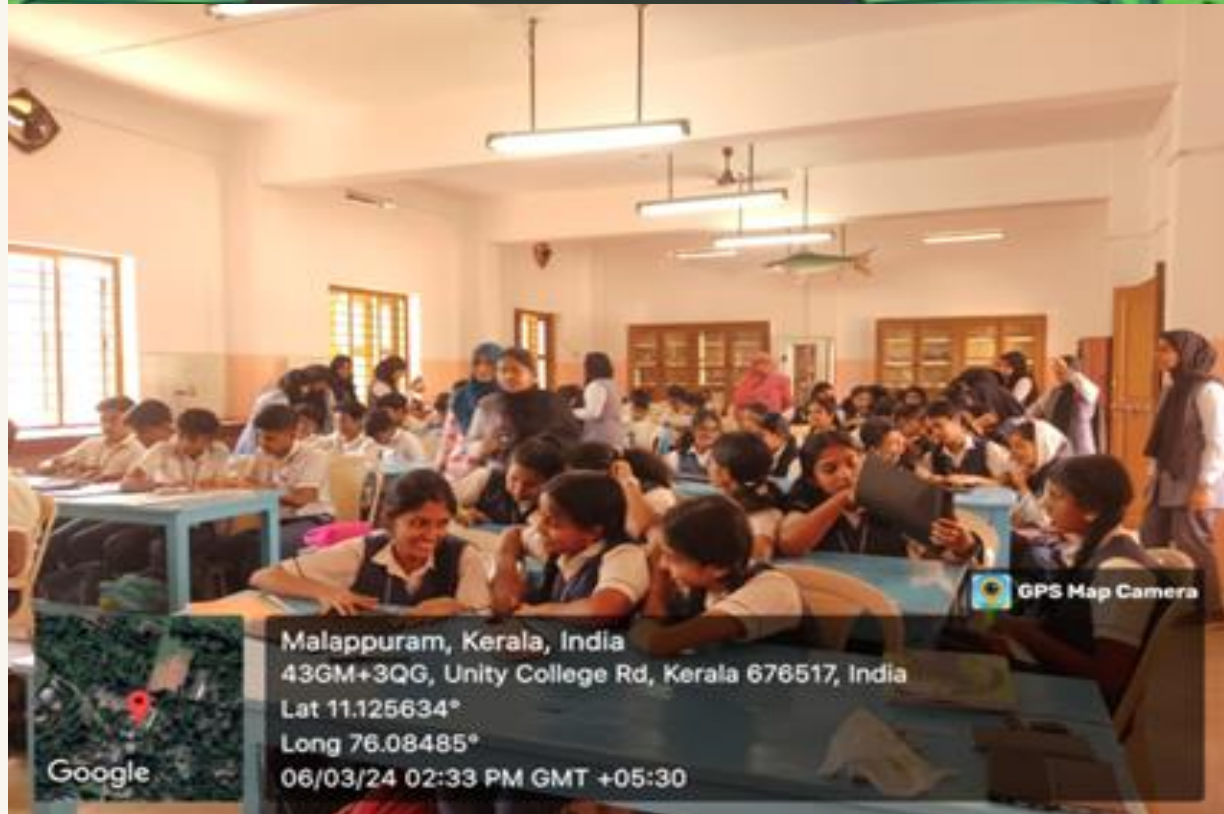
**2** — ### Swap Shops

Organizing events for exchanging used items to promote reuse.

**3** — ### Paper Conservation

Educating about the importance of paper conservation through infotainment.

# Climate Action

### Flood Relief

Providing assistance during flood emergencies.

### Tree Planting

Organizing drives to increase green cover.

### Cleaning Projects

Participating in Swachh Bharat Abhiyan for cleaner surroundings.

### Eco-Consciousness

Promoting awareness about environmental issues.

# Life on Land

### Seedling Distribution

Distributing tree seedlings to neighboring communities for planting.

### Ecosystem Protection

Educating about the importance of protecting terrestrial ecosystems.

### Biodiversity Awareness

Raising awareness about local flora and fauna.

# Peace, Justice, and Strong Institutions

### Support for the Blind

Collecting funds to assist visually impaired individuals.

### Special School Support

Fundraising for air travel experiences for special school students.

### Arts Festival

NSS volunteers assisting differently abled students in arts festivals.

# Impact of ISRU

**120 events, 11500 beneficiaries**

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|---|---|
| Increased Student Engagement | Greater Access to Resources |
| Continuous Learning Opportunities | Streamlined Academic Management |
| Positive Feedback | Enhanced Community Relations |

| BEST PRACTICE 1 - DESCRIPTION |
|---|
| **Institutional Social Responsibility of Unity (ISRU)** |

KAHM Unity Women's College, Manjeri, has established the Institutional Social Responsibility of Unity (ISRU) as a key component of its community outreach program. This initiative is designed to promote socially responsible learning and contribute to the development of a sustainable world through active participation from students, faculty, and the governing body. The ISRU program aligns closely with the Sustainable Development Goals (SDGs) set forth by the United Nations, ensuring that educational efforts not only focus on academic excellence but also on the broader societal impacts of education.

**The objectives of the ISRU can be summarized as follows:**

- To ensure that students, faculty, and the governing body participate actively in socially responsible learning activities.
- To address various social needs-including health, education, economic growth, and environmental sustainability-in alignment with the Sustainable Development Goals.
- To contribute to creating a sustainable future by implementing initiatives that meets the community's social requirements.

Recognizing the importance of social responsibility in education, the College has developed the ISRU program to integrate classroom learning with real world community service. This approach fosters holistic learning by emphasizing the significance of community service in cultivating socially conscious individuals. The initiatives under the ISRU umbrella tackle a wide array of societal concerns, which are crucial for developing a well-rounded understanding of the world among students.

**Key Initiatives of ISRU**

The ISRU program encompasses several prominent initiatives that reflect the college's commitment to addressing diverse societal issues:
The college has organized numerous health-related initiatives over the years. These include visits to assisted living facilities, anti-drug

awareness campaigns, AIDS awareness campaigns, and fundraising events aimed at supporting palliative care. These initiatives not only promote health and well-being in the community but also instill a sense of empathy and responsibility among students. The college's commitment to combating climate change and protecting the environment is demonstrated through various activities. These include flood relief efforts, tree planting drives, and multiple cleaning projects conducted in conjunction with the Swachh Bharat Abhiyan. Such endeavors highlight the college's proactive stance on environmental issues and aim to foster a culture of sustainability among students and the broader community. To support long-term economic growth, the ISRU program incorporates educational initiatives such as training sessions on soft skills, stock trading, and digital financial literacy. Furthermore, the program encourages young entrepreneurs by providing them with the necessary tools and resources to thrive in a competitive market. By equipping students with practical skills, the college aims to contribute to their personal and professional development while also uplifting the community economically. ISRU places a significant emphasis on minimizing social inequities through various outreach initiatives. These include conducting poverty surveys, constructing housing for low-income families, and providing assistance to individuals with disabilities. By addressing these pressing social issues, the college aims to create a more inclusive society and raise awareness about the challenges faced by marginalized groups.

The impact of the ISRU program has been significant, benefiting both the college community and the larger society. Numerous outreach initiatives have reached thousands of individuals over the years. For instance, the "Reading Day" program in 2021 positively impacted 200 participants, promoting literacy and education within the community. Similarly, the palliative care fundraising campaign in 2021 saw a high level of participation, demonstrating the community's commitment to supporting those in need. Additionally, in 2019, the college's flood relief efforts provided crucial assistance to over 150 individuals affected by natural disasters. The effectiveness and reach of these programs have been further enhanced through partnerships with local organizations, including the Manjeri Municipality. Collaborating with these entities has allowed ISRU to amplify its impact, ensuring that the initiatives address the real needs of the community and operate with greater efficiency.

Despite its successes, the ISRU program has faced challenges, particularly in organizing extensive outreach initiatives that require coordination among multiple stakeholders. One of the primary obstacles has been ensuring that each program is adequately resourced,

including funding, personnel, and logistical support. As the number of participants and the scale of initiatives continue to grow, the need for sufficient resources—such as transportation, materials for distribution, and trained staff to facilitate campaigns and seminars—has become increasingly important. To navigate these challenges, the college administration has provided ongoing support, facilitating collaboration with external organizations to meet resource needs. This proactive approach has allowed the ISRU program to overcome obstacles effectively, ensuring that its initiatives can continue to make a meaningful impact on both the college community and society at large.

**Conclusion**

The ISRU exemplifies the transformative potential of integrating social responsibility into education. By fostering active participation in community service and aligning its initiatives with the Sustainable Development Goals, the college is not only shaping socially conscious individuals but also contributing to the development of a sustainable future. Through health initiatives, environmental sustainability efforts, educational programs for economic growth, and initiatives aimed at promoting social equality, ISRU stands as a testament to the power of education as a catalyst for positive change. The ongoing support from the college administration and collaborations with local organizations further enhance the program's effectiveness, ensuring that it continues to address the pressing needs of the community.

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