AMITY UNIVERSITY
RAJASTHAN

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# Policy For Engagement of Internal and External Stakeholders

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## 1. Introduction

Amity University Rajasthan (AUR) recognizes that active engagement with internal and external stakeholders is fundamental to achieving academic excellence, institutional inclusivity, participative governance, and societal relevance. As a forward-looking higher education institution (HEI), AUR seeks to strengthen multi-stakeholder participation in decision-making, quality assurance, policy framing, and community outreach, ensuring that institutional growth remains aligned with national priorities and global educational standards.

This policy establishes a structured framework for engagement with internal and external stakeholders to ensure continuous feedback, inclusive development, and mutual growth through collaboration, transparency, and innovation.

## 2. Vision and Mission

**Vision:**
To foster a culture of participative governance and collaborative excellence through proactive engagement with all stakeholders, internal and external, to achieve sustainable institutional development and global eminence.

**Mission:**

- To strengthen collaboration among faculty, students, management, industry, alumni, and community partners.
- To ensure stakeholder participation in curriculum development, research, governance, and outreach activities.
- To build long-term partnerships with Government, industry, academia, and society for collective progress.

## 3. Objectives of the Policy

- To promote participative governance through representation of stakeholders in decision-making bodies.

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- To ensure timely collection, analysis, and implementation of stakeholder feedback for academic and administrative improvement.
- To establish strong linkages with industry, alumni, community, and regulatory bodies for quality enhancement.
- To promote collaboration for curriculum enrichment, research, internships, placements, and societal engagement.
- To ensure accountability, transparency, and inclusivity across institutional operations.

## 4. Scope and Stakeholders

The policy applies to all internal and external stakeholders who directly or indirectly contribute to AUR's academic, research, administrative, and social ecosystem.

### a. Internal Stakeholders

- Management and Governing Bodies
- Faculty Members and Researchers
- Administrative and Technical Staff
- Students and Scholars
- Parents and Guardians

### b. External Stakeholders

- Alumni and Employers
- Industry and Corporate Partners
- National and International Accreditation and Statutory Bodies (UGC, AICTE, NAAC, NBA, etc.)
- Government and Regulatory Authorities (State, Central, Local)
- Collaborating Universities and Research Institutes (National and International)
- NGOs, Community-Based Organizations, and Civil Society
- Media, Embassies, and International Organizations

## 5. Types of Engagement

### a. Engagement with Internal Stakeholders

1. **Participative Governance and Decision-Making:** Internal stakeholders are actively represented in statutory and advisory bodies such as the **Board of Studies (BoS)**, **Academic**

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**Council**, **Research Advisory Committee**, **Internal Quality Assurance Cell (IQAC)**, and various academic and administrative committees.

2. **Feedback Mechanisms:** Annual feedback is collected from students, faculty, parents, and staff on curriculum, teaching-learning processes, research facilities, infrastructure, and academic support services. The feedback outcomes guide policy revision and curriculum enhancement.
3. **Faculty and Staff Development:** Regular *Faculty Development Programs (FDPs)*, *Administrative Training Sessions*, and *Workshops* are conducted to strengthen academic leadership, research capacity, and professional growth.
4. **Student Engagement and Leadership:** Through *student clubs, councils, CR systems, IEEE chapters,* and *student associations*, AUR promotes leadership, innovation, and community participation.
5. **Internal Communication and Transparency:** Periodic meetings, newsletters, intranet services, and open forums facilitate communication, collaboration, and transparency among employees.
6. **Inclusive and Safe Environment:** AUR ensures inclusivity through functional cells such as the *Internal Complaints Committee (ICC)*, *Gender Sensitization Cell*, *Grievance Redressal Committee,* and *Equal Opportunity Cell.*

**b. Engagement with External Stakeholders**

1. **Accreditation and Regulatory Bodies:** The *IQAC* and *Statutory Compliance Cell* ensure alignment with national and international accreditation standards, policies, and quality frameworks (NAAC, NBA, QS, THE, etc.).
2. **Industry and Employer Partnerships:** The *University-Industry Engagement Cell (IEC)* and *Corporate Resource Centre (CRC)* liaise with industry experts and employers to obtain feedback on graduates' employability, skill gaps, and curriculum relevance. Employers are also represented in advisory committees and academic boards.
3. **Alumni Engagement:** The *Directorate of Alumni Relations* maintains a dynamic alumni network across global industries. Alumni are engaged in curriculum review, guest lectures, mentorship programs, and placement support, and contribute to entrepreneurship and incubation initiatives.
4. **Government and Policy Linkages:** AUR collaborates with State and Central Government agencies through MoUs and sponsored projects, contributing to national initiatives such as *Skill India, Atmanirbhar Bharat, Digital India,* and *Unnat Bharat Abhiyan.*
5. **Community and NGO Collaboration:** The University partners with local communities, self-help groups, and NGOs to implement social welfare projects, environmental awareness drives, and rural development programs under the *Community Outreach Policy.*

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6. **Academic and Research Collaborations:** Through the *Directorate of International Affairs (DIA)*, AUR collaborates with global universities and research institutions for joint research, student exchange, and capacity building. Regional collaborations are also encouraged to uplift local institutions and promote knowledge exchange.
7. **Entrepreneurship and Innovation Ecosystem:** The *Innovation & Incubation Centre* and *Entrepreneurship Cell* engage with start-up ecosystems, investors, and funding agencies to transform student and faculty innovations into viable enterprises.
8. **Parent and Guardian Interface:** Periodic parent meetings and communication channels ensure their active participation in student development and institutional growth.
9. **Media and Public Relations:** AUR maintains proactive engagement with media outlets to communicate achievements, events, and milestones, ensuring transparency and public accountability.

## 6. Governance Structure for Stakeholder Engagement

- **Board of Studies (BoS):** Includes academic experts, alumni, and industry professionals for curriculum design and updates.
- **Academic Council:** Reviews academic policies and ensures integration of stakeholder feedback.
- **Board of Management:** Incorporates external experts and local representatives for governance oversight.
- **Industrial Advisory Board:** Engages industry leaders in reviewing program educational objectives (PEOs) and skill frameworks.
- **IQAC:** Acts as the nodal body for stakeholder engagement monitoring and quality enhancement.
- **Audit Mechanisms:** Academic, administrative, and financial audits involve external experts for objective evaluation.

## 7. Monitoring, Review, and Feedback Mechanism

- The **IQAC**, under the guidance of the **Pro Vice-Chancellor**, shall periodically review stakeholder engagement outcomes.
- Quantitative and qualitative metrics such as feedback scores, partnership outcomes, internship data, placement rates, and community impact shall be analyzed annually.
- Reports and recommendations will be presented to the Academic Council and Board of Management for policy refinement and strategic action.

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## 8. Expected Outcomes

- Enhanced academic quality and industry relevance of curricula.
- Strengthened research and innovation through multi-stakeholder collaboration.
- Improved employability and global competency of students.
- Stronger alumni and employer networks contribute to institutional growth.
- Increased community impact and social responsibility initiatives.
- Transparent, inclusive, and participatory institutional governance.

## 9. Policy Enforcement

The Office of the Pro Vice-Chancellor and the Internal Quality Assurance Cell (IQAC) shall ensure implementation and monitoring of this policy in coordination with the *Directors/Heads/co-ordinators of Schools.* Non-compliance or deviation from prescribed stakeholder engagement norms shall be reviewed by the *University Management Board* for appropriate corrective action.

## 10. Future Engagement Roadmap (2025–2030)

In alignment with *AUR Vision 2030*, the University shall:

- Formalize at least 100 active MoUs with national and international stakeholders.
- Conduct annual *Stakeholder Conclaves* and *Policy Dialogues* for collaborative development.
- Launch a digital *Stakeholder Engagement Portal* for continuous feedback and communication.
- Establish a *Community Innovation Hub* to co-create solutions with local industries and rural communities.
- Integrate stakeholder feedback into institutional accreditation and ranking frameworks (NAAC, NIRF, THE, QS).