SRM UNIVERSITY – AP, ANDHRA PRADESH

SRMAP/Reg. Off/Notification/108/2025-26 **06th March 2026**

NOTIFICATION

Sub: Guidelines for Funding Support to Community Outreach Activities Aligned with Sustainable Development Goals (SDGs) – Reg.

The undersigned is directed to convey that the Competent Authority of the University has approved the Funding Support for SDG-Aligned Community Outreach Activities. The Guidelines have been issued to provide a structured framework for proposal submission, screening, approval, implementation, monitoring, and reporting of SDG-aligned community outreach initiatives undertaken by departments, centres, directorates, and recognised student clubs of the University.

The detailed guidelines are attached herewith in the Annexure - I.

Registrar

Dr. R. PREMKUMAR
REGISTRAR
SRM UNIVERSITY - AP
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Copy to:

1. PS to Vice Chancellor
2. PS to Registrar
3. Deans / Associate Deans / Assistant Deans
4. Directors / Associate Directors / Assistant Directors
5. Chief Finance and Accounts Officer
6. All Head of the Department
7. All Faculty members
8. All Staff
9. HRD
10. Librarian
11. File

Annexure - I

Guidelines for Funding Support to Community Outreach Activities Aligned with Sustainable Development Goals (SDGs)

Purpose and Scope

In line with the SRM-AP commitment to the United Nations Sustainable Development Goals (SDGs) and to foster impactful community engagement, the SDG Cell is pleased to announce the availability of funding support to departments for undertaking community-focused outreach activities. These guidelines establish a university-wide framework for supporting, funding, and monitoring community outreach initiatives by departments that align explicitly with the 17 UN Sustainable Development Goals (SDGs), with an emphasis on local, rural, semi-urban, and underprivileged community engagement.

1. Objectives

- Encourage departments or directorates to initiate field-based and community-driven activities that address pressing local challenges linked to the SDGs.
- Foster sustained partnerships with government organisations, local communities, NGOs, Panchayati Raj Institutions, schools, health workers, and municipalities.
- To create a strong base of community case studies for the University's SDG & Sustainability reporting.

2. Funding Support

- Each eligible department/office/directorate is entitled to funding support up to ₹ 25,000/- per activity/project (larger amounts may be considered with detailed justifications and impact plans).
- The financial support will cover essential expenses, such as:
    - Travel and conveyance for field visits to community sites.
    - Consumables, teaching aids, or outreach materials.
    - Event organization (workshops, awareness campaigns, training programs, etc.).
    - Modest honorarium for external experts/resource persons (if required) (Not for university employees).
- Capital expenditure, infrastructure development, or unrelated administrative expenses and activities conducted without meaningful community participation will not be funded.

3. Eligibility

- Any academic department, centre, directorate, or recognised student club under the supervision of a faculty coordinator.
- Projects must be community-oriented, conducted outside the University campus, and involve student or faculty field participation.
- Inter-departmental/Interdisciplinary activities will be given preference.
- Partnerships with NGOs, Government departments, health agencies, self-help groups, and schools are strongly encouraged.

4. Types of Activities Considered

Activities must directly contribute to one or more SDGs. Examples include (but are not limited to):

SDG 1: No Poverty

- Organise job-skills workshops for low-income youth and women.
- Host financial literacy and micro-entrepreneurship sessions in villages.

SDG 2: Zero Hunger

- Support community nutrition gardens and kitchen garden training.
- Run mid-day meal volunteer days or food distribution for vulnerable community members.

SDG 3: Good Health and Well-being

- Conduct health awareness drives, health screening camps, nutrition education, and sanitation campaigns.
- Launch menstrual health awareness.

SDG 4: Quality Education

- Train local teachers in digital or STEM teaching methods.
- Community teaching, digital literacy programs, and mentorship in schools.

SDG 5: Gender Equality

- Offer women's legal literacy and safety awareness sessions.
- Facilitate vocational training or self-defence workshops for girls.

SDG 6: Clean Water and Sanitation

- Water conservation awareness, safe drinking water initiatives, and promote rainwater harvesting in rural communities.

SDG 7: Affordable and Clean Energy

- Raise awareness on clean energy initiatives and conduct workshops on clean cooking alternatives.

SDG 8: Decent Work and Economic Growth

- Organise entrepreneurship bootcamps and job fair linkages in low-income neighbourhoods.
- Provide resume and interview skill-building for local youth.

SDG 9: Industry, Innovation and Infrastructure

- Host design-a-thons for community infrastructure improvements (like bus stops, benches, clean public toilets).
- Partner with local industries for internships and community engineering projects.

SDG 10: Reduced Inequalities

- Run inclusion events for disabled persons—sports meet, digital skill training, or health camps.

SDG 11: Sustainable Cities and Communities

- Launch waste segregation and management campaigns for villagers, green community drives, and market vendors.

SDG 12: Responsible Consumption and Production

- Run awareness drives on reducing single-use plastics.

SDG 13: Climate Action

- Coordinate tree-planting drives with local schools with survivor tracking for a year.
- Host climate literacy, renewable energy awareness and disaster preparedness sessions for rural communities.

SDG 14: Life Below Water

- Organise river or pond clean-up campaigns with local youth.
- Educate fishing communities about sustainable fishing practices.

SDG 15: Life on Land

- Conduct biodiversity surveys with students and villagers.
- Run animal rescue awareness campaigns.

SDG 16: Peace, Justice and Strong Institutions

- Facilitate legal rights awareness, voter registration, and grievance redressal sessions.

- Introduce school children to concepts of civic responsibility.

SDG 17: Partnerships for the Goals

- Set up multi-stakeholder forums with NGOs, Panchayat, schools, and health officials for SDG-aligned projects.
- Promote collaborative capacity-building workshops for local institutions.

5. Application & Screening Process

Proposal Submission: Departments/office/directorates must submit completed proposal forms (Annexure I) at least 30 days before the activity date. Proposals must include clear objectives, target community, methodology, SDG(s) addressed, expected outcomes, budget, and evidence of community need.

Screening: Proposals reviewed by the SDG Cell Screening Committee

Evaluation Criteria:

- Explicit alignment with SDG targets.
- Depth of community participation and partnerships.
- Feasibility and sustainability of the activity.
- Student engagement and long-term follow-up potential.

Approval: Sanctioned projects will receive formal approval, funding allocation, and reporting requirements.

6. Expected Outcomes

Departments are expected to ensure that activities:

- Activities address a genuine, verifiable community need.
- Strengthened trust and partnerships with local institutions.

7. Reporting & Documentation

- Departments must submit an Activity Completion Report (Annexure II) within 15 days of activity completion, including:
    - Title, date, and location of the activity.
    - Number of participants/beneficiaries.
    - SDG(s) addressed.
    - Outcomes achieved with indicators/metrics (before-after survey data, feedback results, count of trees surviving, no. of women trained, etc.).
    - Photographic and/or video documentation.
    - Statement of expenditure with bills/vouchers.
- Activities will be showcased in the University's Annual SDG & Sustainability Report.

8. General Instructions

- Participation must be inclusive, community-driven, and sustainable.
- Duplication of activities or token participation will not be supported.
- Any misuse of funds will invite strict disciplinary action.
- Strong preference for projects co-designed with the target community or NGO partners, or Government organisations.