



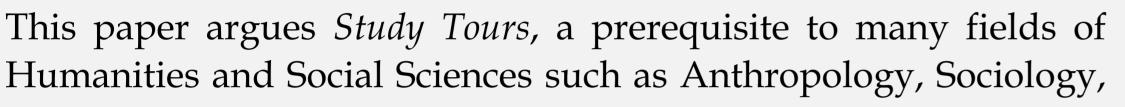
# Embedding-University Social Responsibility in Pedagogy



University Social responsibility encompasses the concept of extending the educational mission and commitments of academic institutions for the benefit of society through -

(1) Teaching

- (2) Research
- (3) Service
- (4) Partnership





- Successful efforts in education, livelihood and sustainability
- Implementation in community tourism and • eco friendly products and services
- Sustainable livelihood for indigenous community members
- Training communicative skills and creating package tours for tourists.

## COMMERCIALIZATION POTENTIAL



Geography, Linguistics, History, Economics, etc. can serve as a mean of implementing the University's social responsibility.







- Academic tours to interact with indigenous community
- Understand the needs and create empathy toward indigenous culture
- The indigenous communities realize importance pf their language and culture
- Learning outcome- able to implement the knowledge in real time



- Academic social responsibility-a novel approach to the improved society [banik, A., Mitra, A. (2021)].
- Market oriented course design
- generate income and sustainable livelihood
- Bring industry partners
- Invite foreign investment



### **Conference** Paper

Saha, A. (2018). Fieldwork as a tool for building up 'Academic Social Responsibility', at International Workshop on Academic Social Responsibility Jadavpur University, Kolkata on July 26 and 27, 2018, University of East Anglia. DOI: 10.13140/RG.2.2.31790.77129.

#### Grant (External)

Mapping Multilingualism in Kolkata through Fieldwork in Collaboration with University of Exeter, United Kingdom (International Total Amount Approved (RM) 12,767.88 Track Research; Sustainable Development Goals (SDGs) Goal 11: Sustainable Cities and Communities.

- Add resources such as knowledge about indigenous and minority communities
- Value Education- Curriculum based on local elements, occupation, Flora, Fauna, Language
- Involve minimal cost because study area is the adjoining areas of the University
- Awareness about the linguistic and cultural diversity of the region.

# REFERENCE

- Banik, A., Mitra, A. (2021). Academic Social Responsibility and Quality Assurance in the Developing World: A Framework for Implementation. In: Anand, A. (eds.) Quality Assurance Implementation in Research Labs. Springer, Singapore.
- Chiang, Y.J.; Chuang, H.Y. Integrating collaboration of university and indigenous tribe for the development of tribal tourism: A case study of Jialan tribe in Jinfeng township, Taitung. Sustain. Community-Based Tour. Stud. 2018, 2, 1-18.
- GUNi. (2022). Global University Network for Innovation. Retrieved from https://www.guninetwork.org/institutional-members/universiti-teknologymalaysia.
- Shuhidan, P. (2023). Making a Difference Through University Social Responsibility. Retrieved from https://www.utp.edu.my/USR/Pages/default.aspx.









Dr. Atanu Saha **Senior Lecturer English Language Section PPIK** atanu@usm.my