



**ABASYN UNIVERSITY**

**CORPORATE SOCIAL RESPONSIBILITY MANUAL**

2016

Abasyn University endeavors to live by its values and striving earnestly to fulfill its mission by engaging with all stakeholders and to take its role of social responsibilities very seriously. It aims to uphold high standards in dealings with faculty, staff, students and other stakeholders thereby endeavoring to safeguard their welfare. It's about the journey to become a preferred destination – for our students, for our community and for our country. Abasyn involves thinking of the institution as a member of a community and shaping its way of doing things to ensure it is contribution to the cause of nation and society.

This 'manual' has been compiled with the intention to take the task of corporate social responsibility endeavors from scattered initiatives to a strategic and systematic approach through a well guided strategy process. From dealing with staff and faculty to students, construction of new buildings, financial scholarship, industry linkages, research orientation and environmental standards, the University strives to attain excellence in everything it does to the best possible extent.

As an academic institution, we reflect these commitments in our teaching and learning, research and knowledge exchange. Through these core activities, we strive to change society for the better. In this report, we also outline our ambitions for the next year which are supported by our Corporate Social Responsibility Committee. Acting in a responsible manner is not an optional activity for us but central to our operations. Success in these areas will pay long lasting and sustainable dividends ensuring that our University is fit to operate within the knowledge community.

In this report, we outline the social responsibility objectives we have set ourselves and report on what we are doing to achieve them. Our corporate social responsibility (CSR) provide the basis for specific initiatives set out in action plans and are organized into five broad areas of impact:

- Our staff
- Our students
- Our local communities
- Our business partners
- Environmental management

We hope earnestly that the high academic and CSR standards set forth by the founders of this University will be vigorously pursued and every effort will be made to materialize this dream into reality believing in the fact that investing in improved education has great payoffs for all of us.

We proudly share this CSR manual with you as part of our commitment to remaining a vibrant and excellent higher education institution.

## **CSR Benchmarks**

### **Academic & Administrative Staff working at Abasyn University**

1. Providing them with congenial working environment and fair opportunities for career and skills development.
2. Providing them with a safe and healthy environment.
3. Treating all fairly and judiciously without any discrimination and respecting their rights and dignity.
4. Respecting the healthcare requirement of academic and administrative staff,new investment in healthcare insurance will be made for provision of best healthcare facilities.

### **Students at Abasyn University**

5. Providing high quality teaching in congenial academic environments.
6. Providing a safe and healthy environment for students.
7. Respecting the rights and dignity of our students and treating everyone fairly and without discrimination.
8. Supporting student CSR initiatives.
9. Providing them with merit-cum-need based scholarships.

### **Our local communities**

10. Providing a safe and healthy environment for visitors.
11. Understanding the needs of, and working with, the local community.
12. Encouraging staff and students to engage in voluntary activities.
13. Encouraging staff and students to support charitable and community based organizations.

### **Our business partners**

14. Dealing with our business partners with transparency and fairness.
15. Ensuring sustainable and socially responsible purchasing of goods and services.
16. Ensure our partners both adopt and share best practice in sustainable and socially responsible policies.

### **Environmental management**

17. Aspiring for a getting recognized charter of environmental management system.

18. Managing our construction project and facilities safely and sustainably.
19. Supporting student-led environmental initiatives.
20. Supporting civic amenities projects.

Abasyn University will ensure the integration of social and environmental considerations in all University operations and will effectively communicate the CSR activities to all the stakeholders.

As the academic and administrative staff carries a pivotal role in the organizational development and their respective contribution is crucial to the success of University, Abasyn continue to support staff at all levels by providing appropriate professional and personal development to enable them to deliver the University's strategic vision.

Different types of trainings, seminars/symposia will be arranged on diverse topics related to academic and professional development for staff of Abasyn University.

Abasyn University endeavors to enhance student experiences and the creation of a culture for service development with the active support and engagement of all staff members. Top priority will be accorded to enhancing student achievement and satisfaction and strengthening leadership and staff performance. Abasyn will continue to develop and implement policies, practices and procedures that foster a fair and equitable educational and work environment.

The health and safety issues will be dealt with in accordance with Abasyn strategic direction which intends to promote the development and coordination of wellbeing projects University-wide.

The success of CSR initiatives will be measured via a range of internal rubrics like progression and achievement data and will be evaluated through the monitoring process. Exit Survey, Alumni Survey and Course and Faculty Feedback Survey are being used at Abasyn University to judge the student satisfaction from the teaching-learning activities and their overall experiences at Abasyn. The University attaches great value with the worthy feedback and responses of students which directly informs steps the University takes each year to improve on areas of our operations that students themselves regard as important.

In the same vein, Faculty feedback is indispensable for streamlined operations of the University. Their feedback will be recorded on surveys intended for this objective. Along with that, data pertaining to employers who employ our graduates will be recorded in the system for taking corrective actions in line with feedback received from them.

Working with our communities remains a strong aspect of Abasyn University. Our excellent student ambassadors support community events such as blood donations and community

work. Social events for students are regularly organized at Abasyn University in order to provide them with an opportunity of social get-together.

Sports clubs are also a part of life at Abasyn University, with participation in sports teams like Volley Ball, Foot Ball and Cricket being actively promoted. The University provides the overall management of sports clubs to students and teachers and there is handsome amount of membership in the sports arena where students are encouraged to take part in recreational sport and physical activity facilities.

### Construction Works

Abasyn University is constructing a new state of the art building for its faculties in the same vicinity and attempts to ensure that the building contractors are aware of our health and safety policies and procedures. Contractors are required to provide risk assessments for work carried out at the site and they must ensure that appropriate internal control procedures related to construction work and systems are thoroughly in place. Our project team headed by a proficient Civil Engineer (Dr. Alam Khan) meets regularly with contractors to review their performance. All accidents and incidents are reported to the University health and safety managers in this regard.

A key strategic objective of Abasyn University and a critical factor in realizing our ambitions is to continue to develop a mutually supportive and beneficial relationship with the community. Abasyn University contributes more than Rs.250 million to the local economy in terms payment of salaries, taxes, overheads and allied expenditures, along with supporting a total of 300 academic, administrative and support staff jobs. Abasyn University is pursuing a proactive approach to facilitating the local community use of facilities at Ring Road Campus. Both students and staff are encouraged to take part in charitable activities as well as supporting University initiatives within its communities.

As a charity Abasyn University is committed to providing access to education for all and there is a wealth of activity that supports these aims.

Deal with our business partners with openness, transparency, integrity and fairness, including selecting suppliers, subcontractors and agents on the basis of objective criteria such as price, quality, reliability, technical excellence, environmental impact, delivery and service; paying all suppliers, subcontractors and agents in accordance with agreed terms; and respecting confidential information in accordance with the law.

Ensure that our business partners adopt sustainable and socially responsible policies, share best practice with us and adhere to the University's health and safety policies when offering their services on our campuses.

Development of an environmental policy; an environmental improvement program; a training and awareness program; written procedures to control activities with a significant environmental impact and periodic auditing of the system to ensure effective operation.

The working environment exposed to reduced risks and hazards, improved social conditions related to work ultimately results in reducing consumption of resources and thereby limiting the impact on the environment and the climate; or working actively to increase the well-being and health of University staff.

#### Reporting and communication

In a strategic CSR effort, communication is a central element, since it should be used to make the CSR activities visible to internal and external stakeholders and not least to reap the rewards of your CSR. CSR is a continuous course of progress and not a completed process, so it makes sense to maintain ongoing communication on efforts and results, not only to strengthen our brand but also to create motivation among employees. It makes good sense to use the internal channels already used in our communication, for instance an intranet, posters, mails or staff meetings.

For the external communication we should consider interacting with the target groups of consumers, suppliers, business partners via social media, web-pages, newsletters, articles, Public Relation department. Abasyn University will endeavor to capitalize on contribution to financial, social and environmental progress.