



**CSR Policy, Plan  
&  
Measuring Impact of CSR Activities**

**Year 2022**

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## Section-1: Definitions

In this Policy Document, unless otherwise specified, or anything repugnant to the Statutes of National University of Modern Languages, the following expressions shall have the meanings as follows:

- 1.1 **Community** - groups of people, whether they are stakeholders, interest groups and citizen groups.
- 1.2 **CSR** - corporate social responsibility, the concept that an organization should play a positive role in the community and consider the environmental and social impact of business decisions.
- 1.3 **Citizen group** - a gathering of concerned persons.
- 1.4 **Faculty member** - a member of academic staff.
- 1.5 **Interest group** - a group of people that seeks to influence public policy on the basis of a particular common interest or concern.
- 1.6 **ORIC** - Office of Research Innovation and Commercialization.
- 1.7 **SDG** - sustainable development goals, are a collection of seventeen interlinked global goals designed to be a shared blueprint for peace and prosperity for people and the planet, now and into the future.
- 1.8 **Stakeholder** - any person or entity, who influences and can be influenced by the university's activities.
- 1.9 **Sustainable development** - development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

## Section-2. Policy

### 1 Purpose:

The purpose of this policy document is to pursue the principles of corporate social responsibility and sustainable development both in its engagement with external stakeholders and in the management of its internal operations. The University understands that the long-term future is best served by respecting the interests of all its stakeholders: students, academic and administrative staff and the wider community.

### 2 Scope:

The policy applies to the whole University including its campuses and Rawalpindi Branch.

### 3 Policy Statement:

NUML aims to benefit society by making sustainable contributions through various interventions under the broad framework of United Nations (UN) Sustainable Development Goals (SDGs).

### 4 The Policy

NUML is committed to ensuring following strategic objectives and associated actions:

#### 4.1 The University will foster inclusivity and broaden participation in higher education, increasing opportunities and raising aspirations. We will:

**4.1.1** Increase employability by giving young people and University students greater chances through contemporary apprenticeships and placements.

**4.1.2** Increase involvement in education while supporting communities through initiatives and financial investments.

**4.1.3** Be a welcoming and inclusive academic institution that supports and encourages staff and students from diverse backgrounds.

**4.1.4** Work with community partners to motivate the workforce of the future.

**4.1.5** Work with our suppliers to provide advantages for the community.

**4.1.6** Ensure ethical, forward-thinking, and fair working conditions throughout the University.

#### 4.2 To improve the lives of people across the country, we will collaborate with local communities to share information and skills. We will

**4.2.1** As part of research, study, work or volunteer initiatives supported by a community of practice, give students more opportunities to engage with the larger community.

**4.2.2** Increase community and University awareness, understanding, and knowledge of one another.

**4.2.3** Promote staff and student volunteering while sharing knowledge and learning with the local community.

**4.2.4** Determine and address any potential effects of our actions on the community. Consult with and actively address the concerns of our community's stakeholders.

#### 4.3 We will actively participate in and contribute to achieving the Sustainable Development Goals, as well as promoting, protecting, and upholding human rights in all that we do. We will:

**4.3.1** Give students the chance to learn about sustainability and take action by supporting their efforts in this area (formally through the curriculum and informally through co-curricular activities).

- 4.3.2** Give staff the chance to learn about sustainability and take action, and support them in doing so.
- 4.3.3** Enhance the beneficial influence we have on the environment and local communities while minimizing any negative effects across the University.
- 4.3.4** In accordance with the standards outlined in our policies and commitments, choose products and services that benefit society, economy, and the environment.
- 4.3.5** Take steps to ensure that we have positive effects and, where necessary, mitigate any adverse effects on the environment or society.
- 4.3.6** Incorporate sustainability into our decision-making across the University.

## **5 The Plan**

We have built our plan around three goals:

- Research
- Teaching and learning
- Social responsibility

### **5.1 Research**

To improve the quality of our research, we will recruit and train the best talent, take on challenges, promote and support collaborations and create a setting where brilliant ideas can flourish.

Our priorities will be:

1. To address major challenges, we will build on our interdisciplinary skills by investing in our areas of expertise and scale. To generate big ideas, we will organize our faculty members, raise our ambition, and improve our profile.
2. All our researchers, including research students are expected to strive for excellence in everything they do, including their leadership and peer mentoring. We will create an environment that enables success, putting growth and welfare of our researcher at the center of everything we do by offering the best training and assistance at every stage of their career.
3. In order to reach the highest standards of research, we will implement our strategic investment in modernizing our research environment to promote open research and a framework for how we organize, resource, conduct, and disseminate our research.
4. For our undergraduate, graduate, and research students, we will use our research expertise to provide a stimulating learning environment.

### **5.2 Teaching and Learning**

With innovative concepts, in-depth information, and wise counsel, we will inspire students and help them gain the skills necessary for a successful career. Our teachers will be assisted in embracing digital opportunities and putting personalization at the center of everything we do to deliver highest level of student satisfaction.

Our priorities will be:

1. Our goal is to promote high-quality instruction, integrate cutting-edge teaching strategies, and take the lead on university-wide strategic initiatives. To give our faculty members more time to support transformative student experiences, both curricular and extracurricular, we will optimize our systems.

2. We will develop a more individualized and inclusive approach using research-based teaching and learning methods, giving students a stronger voice. We will continue to develop better teaching and learning environments, online resources, and staff that is better prepared and supported to provide life-changing educational experiences.
3. We'll offer our students a special set of possibilities to maximize their employability and realize their full potential. It will be based on interdisciplinary education and individual growth, emphasizing entrepreneurial, digital, and creative skills.
4. Through activities connected to pertinent United Nations Sustainable Development Goals, all of our students will have the chance to participate in discussions on the major social, economic, and environmental issues faced by the world.

### **5.3 Social Responsibility**

By involving local communities in our work, empowering all of our employees to contribute to the creation of a better world, and incorporating ethical practices and environmental sustainability into all of our key activities, we will establish our University for social impact.

Our priorities will be:

1. Our efforts in the areas of social responsibility will be concentrated on four key areas: social inclusion, improved health, environmental sustainability, and cultural involvement.
2. We will coordinate our efforts with the Sustainable Development Goals (SDGs) of the United Nations to fulfil our part in the sector. The Departments will address SDGs global challenges through one major theme.
3. Priority areas for our research and teaching will be the effective use of natural resources, pollution reduction, and addressing the climate emergency. Wherever possible, we will set an example by removing avoidable single-use plastics from all campus services and activities.
4. Our dedication to social responsibility will be woven through key learning, research, professional services, and cultural institution operations.

## **6 Measuring the Impact of CSR Activities**

### **6.1 Times Higher Education (THE) Impact Rankings**

The Rankings are global performance tables that assess universities against United Nations' Sustainable Development Goals (SDGs). Although the SDGs aren't focused on higher education, the achievement of the goals requires contribution of different stakeholders. It requires different sectors and actors working together in an integrated manner by pooling financial resources, knowledge and expertise. This must include the resources of universities and higher education. The Impact Rankings are the first global attempt to measure University progress specifically around the SDGs.

NUML follows Impact Rankings because it is a catalyst for action, a mechanism for holding universities to account, and an opportunity for them to highlight great work that they are already doing.

### **6.2 Methodology**

The methodology of Impact Rankings is built up from individual Sustainable Development Goals. Universities receive a score and a rank for their activities in each of the SDGs for which they submit data. *THE* uses calibrated indicators to provide comprehensive and balanced comparisons across three broad areas: research, outreach and stewardship.

For *THE* Impact Rankings, ORIC develops a data collection plan, makes various policies (if required) with other Branches and collects data in context of SDGs from various Departments of five faculties of the University.

### **6.3 Result/Reporting**

Times Higher Education publishes the result of Impact Rankings of universities every year and NUML publishes SDGs report depicting its performance against the SDGs.