

HAND *in* HAND

with
SOCIETY



Leave No  ne Behind

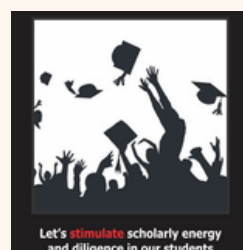
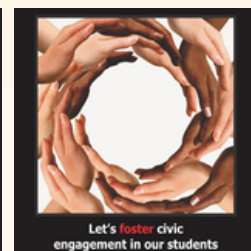
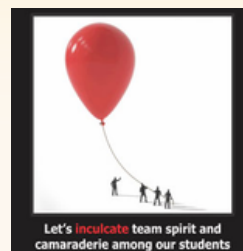
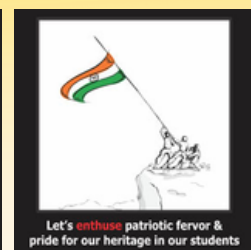
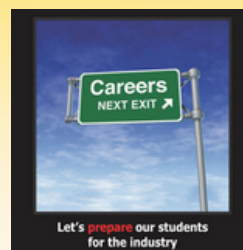
A Story of Transformation and Sustainable Impact

TABLE OF CONTENTS



CONTENT	PAGE NUMBER
Introduction	1
Our Society	1
Analyzing the Challenges	2
The Story of Transformation	2-4
Empowering Society	4-6
From Opportunity to Infrastructure	6-8
From Structure to Sustenance of Health	8-9
The Impact – A New Chapter for Communities	9-11
Conclusion	12

OUR CHARTER



1. Introduction

The sixth charter (out of the 12 charters) of Chitkara University, Punjab, India, underlines the belief that true education lies not only in imparting knowledge but also in uplifting communities and transforming lives. Surrounded by humble villages, Chitkara University always beheld that progress within its campus would be incomplete if neighboring communities continued to struggle with daily hardships.

The University believes that education must extend beyond classrooms, reaching the lives of people who form the fabric of society.



Let's foster **civic engagement
in our students**

With this vision, it continuously engages in initiatives such as health awareness, skill development, literacy drives, and sustainable livelihood programs. By nurturing a spirit of empathy and service among students and faculty, the University ensures that its growth is harmoniously shared with the communities around it. Strong emphasis is laid on community engagement and civic engagement, empowering individuals to actively participate in building a cleaner, healthier, and more inclusive society. Alongside this, initiatives fostering economic freedom provide people with sustainable opportunities to improve their quality of life and achieve self-reliance. The charter reinforces the idea that knowledge attains its highest purpose when it brings hope, dignity, and opportunities to those who need it most.

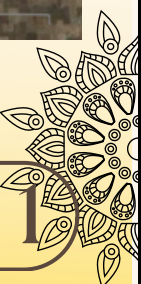
Chitkara University works closely with its neighboring communities; and the community includes, but is not restricted to ---

2. Our Society

- a. Five adopted villages
- b. Five other neighboring villages
- c. NGOs from the state of Punjab and other states of the country



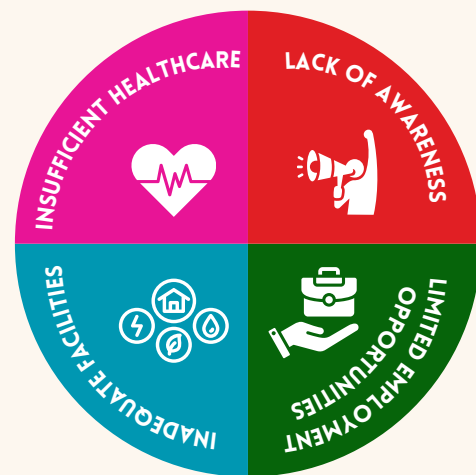
OUR ADOPTED VILLAGES



3. Analyzing the Challenges

Through conversations, surveys, and close engagement, four recurring concerns emerged

1. Lack of awareness,
2. Limited employment opportunities,
3. Inadequate facilities, and
4. Insufficient healthcare.



Instead of viewing them as problems, Chitkara University accepted them as challenges and put in efforts to convert them as opportunities to create sustainable impact. Thus began a journey where ***education walked hand in hand with society.***

4. The Story of Transformation



Solid Waste Awareness Session

4.1 Awareness Sessions in Village

It started with small conversations in village courtyards, where water flowed freely but awareness about its scarcity was absent. Chitkara's teams began by speaking about conservation, showing families how greywater could be recycled, wastewater managed, and how hygiene could prevent disease. Now, 500 families across seven villages have begun valuing each drop of water.

<https://youtu.be/f2bInVP9LmQ>



Water Quality Awareness Session

Awareness spread further students led cleanliness drives, spread awareness through street plays, and faculty and students held awareness sessions on solid waste management, recycling, composting, water quality, and water management.

4.2 Sessions on Sustainable Living

In collaboration with Litville, an NGO based at Jaipur, State of Rajasthan in India and with Harmony House at Ahmedabad, State of Gujarat in India, Faculty from the University spread awareness on Sustainable Living and social welfare among 30 selected children from underprivileged communities, addressing poverty, inequality, climate change, CO₂ emissions, malnutrition, food security, and educational needs through meaningful social investment.

[Click here](#)

Our dedicated mentors engage the children in interactive learning sessions covering the following essential topics:

- Water** – Essential for Life: - Understanding the importance of water, conservation practices, and sustainable usage.
- Hunger**: - Awareness about food security, reducing food wastage, and the value of balanced nutrition.
- Clean Air**: - Exploring the significance of clean air, impacts of pollution, and simple steps to improve air quality.
- Making Fire**: - Practical knowledge about fire, its controlled use for daily life, and fire safety awareness.

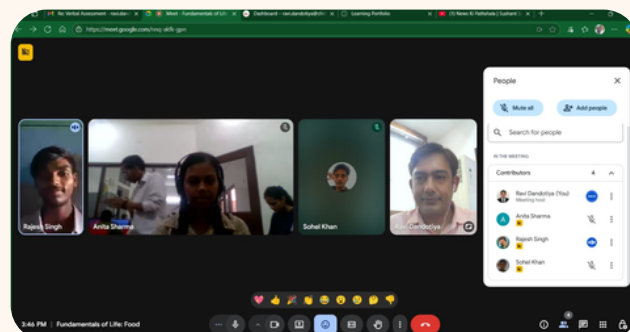
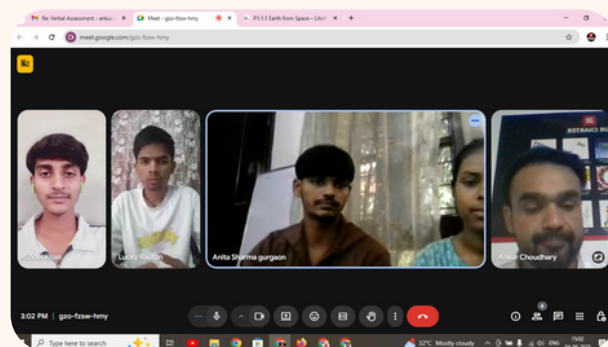
<https://thebusinessfame.com/magazines/digital/the-most-dynamic-business-leaders-leading-the-way-in-2025/#page=24>

4.3 Spreading Awareness on Air

Radio Chitkara 107.8 FM aired over 37 impactful broadcasts during the year, addressing vital themes such as health, farming, environment, social awareness, and education. These programs not only reached homes but also extended their influence to nearby villages, fostering knowledge and positive change within the community.

<https://youtu.be/D056AwV-s-8>

<https://sustainable.chitkara.edu.in/academic-contribution/chitkara-school-of-mass-communication/>



Online Sessions in progress



International Day for Clean Energy



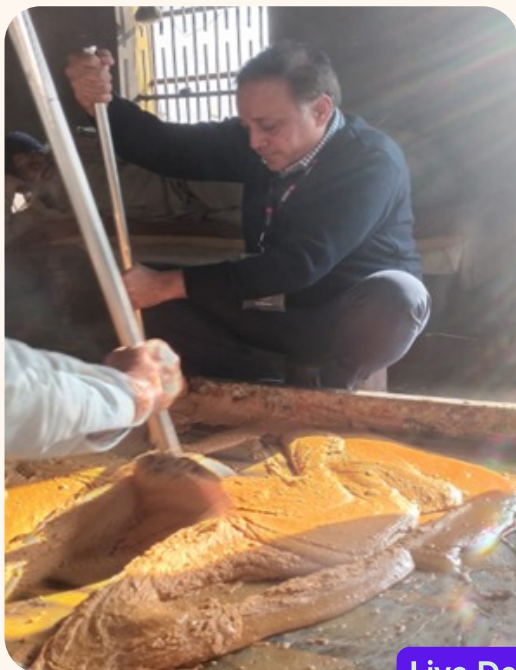
Radio Talk

4.4 Education on Organic Farming

Farmers, once hesitant to adopt new methods, learned organic techniques at the Yellow Point Farm (organic agriculture hub at Chitkara University) and through the **Agriculture Resilience Centre** through **Amrit Mitti**. Knowledge, once scarce, now flowed as freely as the rivers of Punjab, promoting revegetation and nature conservation.



<https://sustainable.chitkara.edu.in/sustainable-campus/yellow-point-farm-a-venture-towards-sustainable-greenery/>



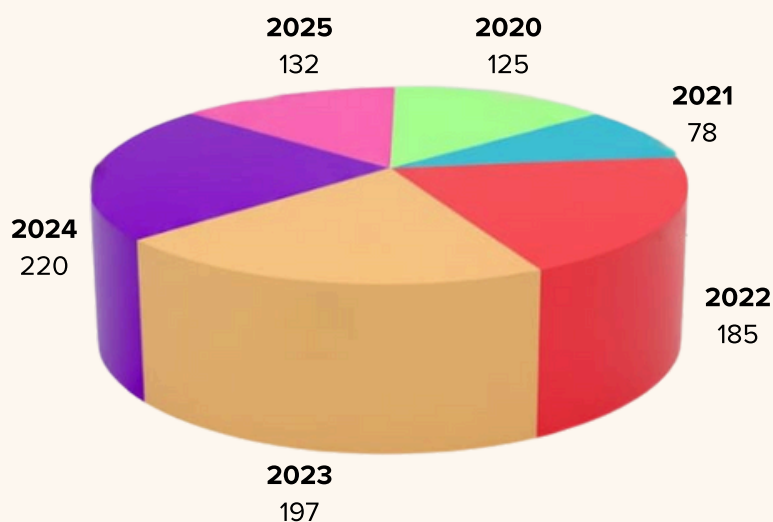
Live Demonstration in Progress

Awareness ignited a hunger for change. The next question communities asked was, “What now?” Chitkara’s answer was **opportunity**.

5. Empowering Society



Mending Workshop



5.2 International Work Opportunity

Two children from adopted villages were selected and provided a chance to work at **Hyatt Hotel in Dubai**. This was the result of a collaboration of the Chitkara College of Hospitality with **Hyatt Hotels**. These children, once uncertain about their futures, now work proudly at **Dubai**, benefiting from social investment and social protection, while taking care of their families with pride.

<https://youtu.be/JoFggRb9a3g>



<https://youtu.be/RK06nXtUnLo>

5.3 Digital Training

Youth embraced digital literacy, with **210 villagers trained in digital entrepreneurship**, while farmers at **Yellow Point Farm** adopted organic farming, securing both income and sustainability.

5.4 Employment Opportunities

Even on campus, inclusivity is a practice: **33% of support staff** are recruited from adopted villages. They are then provided access to higher education, staff development programs, social security, and social welfare, making sure they grow as the organization grows with community participation and public participation. Employment is no longer a dream—it is a reality that has uplifted many families.

<https://youtu.be/GpoYcAse1rw>



Our Local Support Staff

6. From Opportunity to Infrastructure



Distribution of Digital Tablets

<https://sustainable.chitkara.edu.in/pdfs/CSR%20Project%20Report%20 Phase1.pdf>

6.1 Digital Saksharata (Awareness on access to Digital Health Tablets)

With employment came income, but long-term progress demanded facilities that sustain dignity. In the year that went by, Chitkara University stepped in with **35 donation drives**—distributing RO systems, solar panels, digital tablets, and school furniture. Women who once struggled with information now used tablets to access education & health apps, including resources on diseases, cancer, and heart disease, fostering social inclusion.

6.2 Health through Sports

Children who had no playgrounds were provided access to various sports activities. Indirectly we ensure their physical fitness and mental wellness. These children of our villages are now trained in sports, with **110 rural youth** finding identity and teamwork on fields.

<https://sustainable.chitkara.edu.in/activities/sports/>



Sports Training in action



6.3 Childcare & Welfare for the Labour Force

Labour Force, from various parts of the country, work on campus at various constructions sites. Perhaps the most transformative was the **labour colony and creche built on campus**. For the workers who shaped the University's buildings, Chitkara built homes—with sanitation, clean water, and a **creche for their children**.



Children playing at Creche



Evening Classes

In **classrooms run by students**, these children are provided basic education by our student volunteers, while their mothers found peace of mind, while at work.

6.4 Green Plate Initiative

Many a time, residential students skip their meals, but these nutritious meals are shared through the **Green Plate Initiative** to the **labour force** on campus. **1,700+ surplus meals** were shared in this year, turning untouched nutritious food into nourishment for the needy, strengthening food security and resource management.



Distribution of Surplus food



7. From Structure to Sustenance of Health

No structure is complete without health. **63 health camps** conducted annually by Chitkara University became lifeline—testing eyes, hearts, and **blood pressures for 500+ villagers annually**, while also screening for cancer, AIDS, and diabetes. Mothers attended nutrition and childcare sessions, **820 vaccine doses secured young lives**, and **230 health kits** provided safety in times of crisis as part of broader social welfare.



Health Camps in Villages



<https://sustainable.chitkara.edu.in/pdfs/Healthy-Contributions.pdf>

Menstrual hygiene was explained in **20 dedicated sessions**, giving the women of the villages the confidence to discuss their menstrual concerns with confidence and addressing health disparities.

Women, elderly, and children discovered confidence and peace through wellness sessions at the **Happiness Centre**, designed to reduce health inequalities and extend Medicaid-like support. The sessions are prepared and delivered to help the people in the society who are most likely to be left behind.



<https://sustainable.chitkara.edu.in/activities/the-art-of-staying-happy/>



When distance stood in the way, technology bridged the gap. **170 tele-consultations** brought doctors into homes, while student volunteers taught villagers first-aid and hygiene, ensuring that health knowledge stayed within the community. In every village, healthier families began writing a new story—of resilience, strength, and well-being.

8. The Impact – A New Chapter for Communities

This interconnected journey—from awareness to opportunity, to facilities, and finally to health— has woven a fabric of transformation across 10 villages.

- Families drink safer water and live in cleaner surroundings.
- Women earn incomes, contribute to households, and inspire others.
- Youth find confidence in skills, sports, and even global careers.
- Farmers adopt sustainable methods, ensuring food and income security.
- Migrant workers and their children live with dignity and access to education.
- Villagers approach healthcare with knowledge, resources, and access.

Today, over 5,500 families live with renewed dignity and hope. The changes are not just visible in numbers but in lives uplifted, voices empowered, and communities strengthened.





Awareness

05

Water Awareness
Sessions
For Villages

06

Swachhta
Drives

37+

Radio
Broadcasting
Spreading Awareness

03

Legal
Awareness
Sessions

05

Villages benefitted
through Mending
Workshop - 97 Women

10

Villages Covered

3500+

Families Impacted

Donation
Drives

35

Donations

400+

Items Donated

Empowering Rural
Women with Digital
Tablets

40+

Digital Tablets
distributed

Training and Skill
Development for
Youth

110

Village Youth
Trained

Childcare, Sanitation
& Literacy Kits
Distributed

45

Adults

28

Children

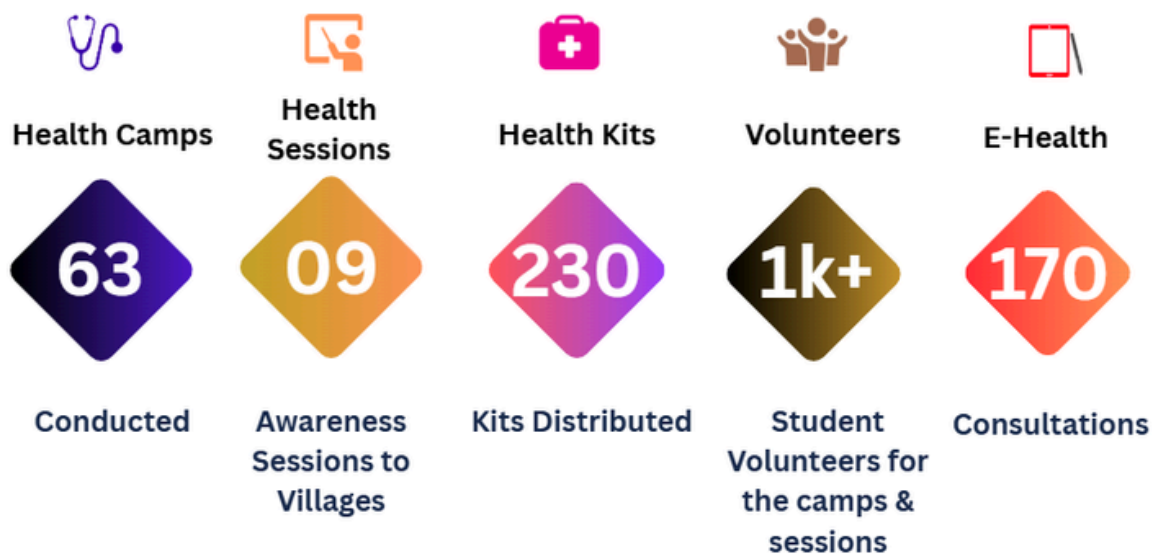
Green Plate:
Worker Meals

1700+

Meals Provided in
the last year



Facilities



Health



Employment

Conclusion

Chitkara University's journey with its surrounding villages is not merely an outreach program—it is a **shared story of growth and resilience**. Each initiative, interconnected with the next, has created a ripple effect where **awareness sparked opportunity, opportunity demanded facilities, and facilities nurtured health**.

University has proven that education is not confined to just classrooms — it begins at all places, wherever there is a need.

From empowering women to training farmers, from providing homes for workers to offering global careers for youth, Chitkara has shown that progress is most meaningful when it is shared. This is not the end of the story.

It is only the beginning of a larger movement—where every step forward is taken **hand in hand with society**.

EXPLORE
YOUR
POTENTIAL

CHITKARA UNIVERSITY (PUNJAB)

Chandigarh-Patiala National Highway
Punjab 140 401

CHITKARA INFORMATION CENTRE

Unit No. A 201-202
Elante Mall Office Complex
Industrial Area Phase 1
Chandigarh 160 002

[VISIT OUR WEBPAGE](#)

**CHITKARA UNIVERSITY CENTRE OF
EXCELLENCE FOR SUSTAINABILITY**

