

## Examining the Significance of Service Learning in Driving the Purpose of a Rural-Based University in South Africa

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**Abstract :** In line with established mission and vision, a university articulates its focus and purpose of existence. The conduct of business in a university should be for the furtherance of the mission and vision. Teaching and learning should play a pivotal role in driving the purpose of a university. In this paper, the researchers examine how service learning could be significant in driving the purpose of a rural-based university whose focus is to promote rural development. The importance of institutions' vision and mission statement is explored and the vision and mission of the said university examined closely. The concept rural development and the contribution of a university in its promotion is discussed. Service learning as a teaching and learning approach is examined and its significance in driving the purpose of a rural-based university explained.

**Keywords :** relevance, differentiation, purpose, teaching, learning

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