

Best Practice - I

Title - Social Awareness Programme

Goal

Our Institute promotes social awareness programmes to inculcate an attitude of conscious service towards social issues. Besides their curriculum students actively participate in serving community by raising awareness for health, disease, cleanliness, sanitation etc. for overall well-being of under- privileged sections of the society.

The Context

Social awareness is the most important lesson to be imparted to students about various aspects of social problems. Dum Dum Motijheel College, a leading educational Institute located in South Dum Dum Municipality of North 24 PGS has a long history of organizing awareness programmes as a part of its commitment to social responsibilities. Awareness programs such as sanitation of the campus and neighbourhood, tree plantation drives, and awareness events about diseases such as Dengue, Malaria etc., which spread through mosquito bites every year in the community, are arranged.

The Practice -I

- The students of our college in association with NSS unit participate in cleanliness and health awareness programmes in the adjacent slums or low-income neighbourhood to gauge the problems faced by the dwellers in regard to environmental and health consciousness.
- Dengue awareness programmes were organized in the neighbouring areas by NSS and all the stakeholders by distributing leaflets in the community to spread the prevention measures against the mosquito-borne disease.
- World AIDS day was observed in the neighbourhood by the NSS unit and students to create the awareness about this fatal disease. They arranged a walk with posters depicting various aspects of this disease and the measures to be taken for its prevention.
- To create environment-consciousness among the students, NSS unit observed World Environmental Day on 5th June, 2017 by cleaning the college premises with the Students' union. Plantation was also arranged by the NSS unit with Students' union on that day to ensure clean and green environment

Evidence of Success

Social awareness was raised among all the stakeholders and the community of the neighbouring places. Increasing numbers of students are now willing to take part in

programmes such as cleanliness of the campus and the surroundings. Awareness against the diseases is helping them to combat the diseases affecting them and the community. The students and staff are motivated to engage in service to the community. These awareness programs directly impact society.

Problems encountered and Resources Required

- More fund to organize such programmes
- Workshops to be arranged for the students to understand the necessity of such programmes and the importance of their participation.

Best Practice II

Title : Green Campus Initiative

Goal

To make the campus environment greener, more eco-friendly and to enable micro-biodiversities, various Green Campus initiatives were undertaken. In order to encourage the Teaching, Non-Teaching and Student community to contribute, participate and raise awareness amongst the neighbouring communities, further programmes are organized through lectures and public talks.

The Context

Dum Dum Motijheel College is located in a very congested northern urban centre of Dum Dum in Kolkata, close to Dum Dum Junction railway and Metro stations. Vehicular traffic on the main thoroughfare of Dum Dum Road, beside which the college is situated, is very high throughout the day leading to extremely high air and noise pollution. So, there is an urgent need for making the campus eco- friendly. All the stakeholders make a sincere effort to maintain a clean, green and eco-friendly campus with a small garden space in the middle of the main buildings as well as a substantially large playground at the back richly bordered by perennial trees and plants as well as mossy vegetations

The Practice II

Care is taken to protect the green environment. Regular gardening maintenance programme is one such practice. Plantation of saplings is another healthy practice which reduces the amount of carbon in the atmosphere.

- The students' union and NSS unit organize tree plantation in our small garden every year.
- A medicinal garden is maintained by the department of Botany to inculcate an interest among the students in common medicinal plants and their medicinal properties. Students are motivated to engage in cleaning the garden and the

campus regularly. Sanitation is also done as a part of this awareness drive by sprinkling bleaching powder in the campus and surroundings.

- World Environment Day was celebrated in the college premises by arranging plantation drives and cleanliness programmes.

Evidence of success

In earlier years we have witnessed limited student participation in maintaining and cleaning the garden. Presently student participation in such activities has substantially improved. Students regularly plant saplings every year in and around monsoon to make the campus greener.

These practices have made the students environment-conscious and an overall awareness has been raised among them about the clean and green campus.

The greenery in the campus effectively reduces the harmful gaseous toxins and pollutants emitted by the heavy traffic that surrounds the campus and its neighborhood.

Problems encountered and Resources Required

More teachers should come forward to increase the active involvement of students and to motivate them in various ways in such activities. Additionally, the non-teaching staff should be encouraged further to maintain the garden, as well as the cleanliness of the surrounding vegetations of the playground so that the outgrowths are kept in check and the vegetations don't become habitats to dangerous insects, rodents and reptiles which may compromise the safety of the campus.

More funds are required from the higher authorities for greater involvement of all the stakeholders in such activities as well as acquisition and preservation of diverse plant species for both aesthetic and botanical utilities.



BEST PRACTICES PROFILE OF DUM DUM MOTIJHEEL COLLEGE





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NSS Unit

Notice

A program involving sanitation awareness is being organized by the NSS Unit in Melabagan on 7th December, 2016. The students will spray bleaching powder in the area as a part of this awareness drive. All staff members are requested to attend the programme.

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