

## 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 programs 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. Blood donation camps are organized to raise awareness about the importance of donating blood for saving life.

#### The Practice

- The students of our college in association with NSS unit participates in cleanliness and health awareness programmes in the adjacent slums or low-income neighbourhood (e.g. Melabagan) to gauge the problems faced by the dwellers in regard to environmental and health consciousness.
- An art competition was also organized by the NSS unit with active help from the students where only slum dwelling children participated in order to encourage them in creative activities and endeavours.
- Dengue Avijan was organised by the students' union in the neighbouring areas to spread the awareness against this mosquito-borne disease and its prevention measures.
- A blood donation camp and a health camp were organized in the college campus to raise the awareness for the purpose of saving life of people in the community and the need of regular health check-ups.

#### Evidence of Success

Social awareness was raised among all the stakeholders and the community of the neighbouring places. Increasing numbers of students are now willingly taking 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 donate blood and engage in social service. These awareness programs directly impact the 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****Goal**

To make the campus environment greener, more eco-friendly and to enable micro-bio diversities, 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 gated 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**

- Care is taken to protect the green environment. Regular gardening maintenance 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 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.

**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 outside the campus.

**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 bio-safety of the campus. More funds are required from the higher authorities for greater involvement of all the stake-holders in such activities as well as acquisition and preservation of diverse plant species for both aesthetic and botanical utilities.



Notice

The Volunteers will visit the adopted slum (Melabagan) to gauge the problems faced by the dwellers with regards to cleanliness. An awareness programme was conducted to impart knowledge of health and sanitation to the dwellers. An art competition will be organized 03/11/2017 with active help from the volunteers where only children from the slum will participate.

Kausik Ray  
  
Program Officer

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Dum Dum Motijheel College  
27/10/2017





 “চলার পথে হাতটা তোমার আমার হাতে দিও  
বালুর স্রোতে সমস্যাগুলো থাকবে স্মরণীয়”

 **জ্ঞান ও**

**চক্ষু, স্বাস্থ্য পরীক্ষা শিবির**

১৫ই ডিসেম্বর  
২০১৭  
শুক্রবার  
সকলে ১১টায়

**উদ্যোগে** তিচার্স বণ্ডমিল (দ্বিবা), দুর্মদন প্রতিষ্ঠান বনেনজ

ছাত্র সংসদ, দুর্মদন মতিঝিল কলেজ এন. এস. এস. ইউনিট, দুর্মদন মতিঝিল কলেজ, এবং শিক্ষাকর্মী বৃন্দ



**ANTI TOBACCO RALLY**