

7.3.1 - Report on Institutional Distinctiveness (Promotion of Extension Activities)

The Institution caters to the requirements of both Post Graduate and Under Graduate courses with its focus on igniting young minds and fostering their holistic development. This is reflected in the Mission and Vision of the college. The college endeavors to promote an inclusive educational system which will prioritize the needs and interests of the stakeholders specially those belonging to the weaker sections of the society and make them better citizens. At the same time, the college is committed to fulfill its duties towards the society at large. The institution wishes the stakeholders to be socially responsible, participatory and committed in providing service to the people as education is not an end in itself, but a means to accomplish certain noble objectives and transmit fundamental values. Since its inception, the institution has come a long way in providing quality education to a diverse variety of students, many of them being first generation learners and a significant portion belonging to minority community and other weaker sections. In order to promote holistic development of its students, the college has taken several initiatives for various extension activities including community development programs. This can be identified as one of the most distinctive features of our institution. The extension activities are aimed at fostering empathy among the students and make them aware of their duties towards the society as responsible citizens.

Under the Unnat Bharat Abhiyan (UBA), the institution has adopted five villages under Kemia Khamarpara Gram Panchayaat and plans to transform these villages into model villages. Under the able guidance of college authority and with active participation of NSS unit and Alumni association, a host of community development activities are being carried out in these villages. The teaching and non-teaching staff of the college along with the students enthusiastically participate in these initiatives. The institution periodically arranges for distribution of stationaries, copies and other food items among the village primary school children to encourage and help them. During the pandemic period, hand sanitizers prepared in the Chemistry laboratory of the college was distributed among the village women and children. Besides awareness campaign regarding the pandemic was also carried out in the villages. Frequent field visits by students accompanied by the teachers have also been conducted in these villages to assess the soil and water quality. The test reports have been shared with the panchayat authorities so that appropriate steps can be taken for the betterment of farmers.

The institution recognizes its crucial role of empathy and leadership during natural calamities and disasters. Relief distribution was carried out before Aphan among the villagers of five adopted villages under Unnat Bharat Abhiyan for hundred needy families during the pandemic period. Food items, medicines, masks and sanitizers were distributed among the villagers at Sandeshkhali during the two devastating cyclones- Yash and Amphan. The alumni association of the college also wholeheartedly participates and contributes in these community

development initiatives and extension services.

Apart from community development work in the adopted villages, the college has taken several initiatives for extension work in the vicinity with the able assistance of the NSS Unit. Awareness campaigns and rallies are regularly carried out in the neighborhood on socially and environmentally relevant issues. The NSS unit has done a lot of work including conduction of Health check-up camp, Eye check-up camp, Thalassaemia detection camp, Blood donation camp, Anti-tobacco awareness programme, Awareness programme on Tuberculosis, vaccination camps for Covid-19, MR Vaccination camps etc. Seminar and Workshops on various social issues like gender equality, women empowerment have also been conducted periodically for raising the awareness level among the stakeholders. The students have also actively participated in rallies on socially relevant issues like 'Safe Drive Safe Live', 'Anti-Plastic campaign', 'Promotion of Bicycle as means of transport', 'Dengue prevention', 'Blood Donation Camp', 'Vaccination Camp' etc. Besides, campaign has been carried out in the nearby localities to empower women and make them independent in carrying out Net banking services. The NSS volunteers are also engaged in maintaining the greenery and cleanliness of the campus and surrounding areas for a more sustainable environment. Tree plantation Programmes in the campus and five adopted villages by the college authority and Alumni Association have also been carried out as part of environmental awareness.

The institution has achieved various laurels in recognition to our distinctiveness in carrying out various community development programmes as part of extension activities. ARIIA (Atal Ranking of Institutions on Innovation achievements) has recognized our institution as brand performer under the category 'General' on 29/12.2021. SWACHHA Bharat pledge certificate has been awarded by Govt. of India on 1/4/2022. Besides, Mahatma Gandhi National Council of Rural Education, Dept. of Higher Education, Ministry of Education, Govt. of India has certified our institution as 'Recognized Social entrepreneurship, Swachhta and Rural Engagement Cell' Institution on 1/9/2020. The Ministry of Education has awarded a certificate for establishment of Institution's Innovation Council in the campus as per the norms of Innovation cell, Ministry of Education on 1/8/2022.

In spite of financial constraints, the institution wishes to carry out these distinct activities in the future as well with the overwhelming participation of its stakeholders. The institution has been highly successful in sensitizing its students regarding the crucial role they can play in dealing with different social and environmental problems. The community service and social work has not only benefitted the target group immensely but also contributed towards environmental sustainability.

Vivekananda College, Madhyamgram

Distinctiveness (Promotion of Extension Activities)



(College "Unnat Bharat Abhiyan" Team)



(Study material Distribution under UBA)



(Internet Banking Awareness Camp)



(Educational Tour Under UBA)



(Relief distribution to Sandesh Khali after Yaash)



(Relief Distribution to Boalkhali after Amphan)



(Relief Distribution in the time of Covid-19 pandemic)



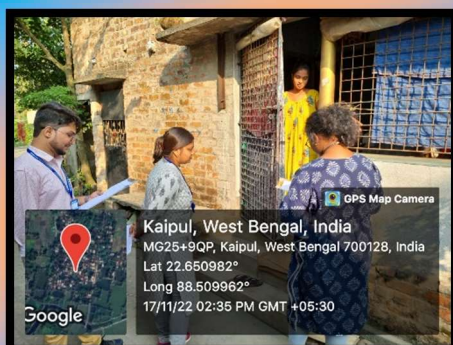
(Vaccination Camp)



(Village survey under UBA)



(Covid-19 Awareness programme to our adopted village under Unnat Bharat Abhiyan)



(Survey Work at Kaipul)



(Tree Plantation at Kaipul)



(Water & Soil testing at Kaipul)



(Observed Tuberculosis Day)



(Thalassaemia awareness & screening test)



(Community Health checkup camp)



(Community eye checkup camp)



(Bicycle rally to celebrate World Bicycle day)



(Kaipul Village Survey)



(Blood Donation Camp)



("Safe Drive Save Life" Awareness Rally)



(Anti Plastic Rally)