

Best Practices – SDM College Social Responsibility Series

Title of the Practice:

1. Social Responsibility initiative

Context: In the context of modernised life practices, the value systems seem to be losing their grounds for the individualistic gains and interests. The deterioration of the value systems affecting the environmental biodiversity is being experienced in the forms of climatic change, depletion of ozone layer, the catastrophic calamities, and the homogenised world with only homo sapiens. The young generation today needs a kind of orientation to such serious issues and develop social responsibilities. More over the corporate, socially drawn institutions, public organisations are required to be more socially useful and contributors for the development the society.

The institution with its commitment to its vision and motto gives great emphasis on the social development. The objective of this social responsibility initiative is to instil the students with habits to serve the immediate community and society at large. This initiative helps students to think and discuss the issues like water conservation, energy conservation, No food wastage, Civic sense, anti drug abuse and no plastic use.

Objectives of the Practice:

1. To create awareness among students and public about the need to protect the natural world
2. To inculcate social responsibility values among students
3. To provide opportunities to students to serve and strive for the development of their surrounding
4. To internalise these values through a series of community oriented programmes and projects.

The Practice:

The Practice comprises of display of visuals, banners, boards, placards to inform and educate the public and students on the water conservation, No Food Wastage, anti drug abuse, civic sense, energy conservation; Oath taking on no food wastage, water conservation; and organising awareness programmes. The frequent meets and awareness programmes on Swachh Bharath, Environment protection, Nation building are a part of this initiative. The focus of this initiative is to hold as many as programmes, discussions, debates, lectures. The separate committee undertakes the responsibility of planning and organising programmes inside the campus and in the neighbouring places. Students are an

integral part of all these social responsibility programmes.

Obstacles faced if any and strategies adopted to overcome them:

The initiative although became widely accepted by all stakeholders, initially students and the people in the locality were a little reluctant to involve in such programmes as it was common and ignore things like food wastage, water wastage, power wastage, use of drugs etc. But the continuous sustained efforts yielded in terms of participation by all. The students, staff and the locals fully support the initiative.

Impact of the Practice:

The impact of such initiative in the campus and in the town is visible. The students in the campus voluntarily undertake the responsibility of spreading message on such serious issues in public platforms. They also are very careful with things such as: switching off the fans and lights when they leave the classrooms, using dustbins for disposal of degradable and non degradable wastes separately, avoid plastic bags, do not waste water in the washrooms, hostels, canteen, do not waste food in the hostels. The students cooperate fully with the support staff in maintaining cleanliness in the campus.

Resource Required:

The resource required for this initiative was not much. Whatever resource required is met by the institution. The participation of all the stakeholders and sharing of the common cause is ensured through a series of meetings and interactions.

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2. Tree Plantation

Context: NSS units in the college have been involved in planting and preparing seed balls for the last many years. This project of course focuses on not only plantation but also to plan and plant those seedlings for the ecological balance. As part of the institutional practice, planting seedlings at a larger scale is visualised as a well planned strategy that shall have higher impact on environmental wellbeing. The Plantation work within the campus and in the surrounding areas such as school campuses, village premises today play a big role in the context of global warming and manmade disasters. The adverse effects of human interventions in the nature and biodiversity have affected the environment greatly. It is

in this backdrop, the plantation initiative in the college has had a big momentum.

Objectives of the Practice:

1. To plant seedlings or sow seed balls in the campus and outside the campus for higher level of greenery
2. To create awareness among the pupils about the importance of plantation
3. To provide a platform to learn and involve in the plantation projects
4. To help build a pollution free environment through the plantation

The Practice:

The project of plantation has been massive and wide variety plants of fruits, medicinal values, and others have been planted in the arboretum and other spaces available in the campus and in school premises where the NSS annual Camps are held. The saplings are collected from the forest department and sometimes purchased from the nurseries and planted in the places identified. Seed ball preparation is another significant task of this project. Thousands of seed balls prepared are spread and thrown in to the soil during monsoon season for the natural sprouting growth. Some seed balls are distributed to people to take to their places and sow them in the places around their houses. The students are intensely involved in these activities and the task has been well appreciated by the locals and various organisations.

Obstacles faced if any and strategies adopted to overcome them:

Two main difficulties faced by the college are that there is shortage of space for plantation in the nearby area and many locals have not cooperated much initially. But the obstacles were overcome by proper planning and execution. Proper communication and orientation eased the task much.

Impact of the Practice:

The lush green cover in the campus is the evidence of the impact of the plantation project. The trees, the variety of rare medicinal plants, green beds, and rich botanical garden give required amount of pure air and rich eco system in the vicinity. The locals and the partnering institutions have well appreciated the efforts of the college. This project also motivated large number of students to develop greenery around their houses

Resource Required: The monetary assistance required for this purpose has been met by the institution and local people.

