



A.K. SINGH COLLEGE

JAPLA, PALAMU, JHARKHAND – 822116

(A Permanent affiliated Unit of NPU, Medininagar & Recognized by UGC)

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Best Practice -1

TITLE: - A Social Awareness Campaign by N.S.S. Unit and village adoption.

The main objectives are:

- To increase community awareness through NSS.
- To introduce voluntary work.
- To motivate the students for responsible leaders
- To introduce team work in the society.
- To organise awareness programs for all through NSS.
- To help and coordinate to others in society.

GOALS:-

- Making the villagers aware of the factors adversely affecting their progress.
- Developing proximity of the college students with the villagers and strengthening bond between them by organizing a special camp by NSS.
- By adopting a village, to maintain consistency in conducting social activities and also to get desired results.

CONTEXT:-

Japla is the Naxal affected and backward area of Palamau district as well as state Jharkhand. In the past few decades, the government has launched and implemented various welfare, upliftment schemes and awareness programs for the rural people. But due to lack of awareness, effective execution and result oriented mechanism; the desired goal could not be achieved. The overall progress of the villagers living in remote, and Naxal affected area is still restrained by various factors. Owing to lack of information, ignorance and outreach awareness programmes, life of these villagers is still encircled by various problems. This grim ground reality got reflected when the Geography department conducted a field work and special survey in the village **KOIRIYADIH**. An awareness programme on Illiteracy, health issues related to unhygienic living conditions, choleraism, superstitious outlook, adherence to traditional modes of farming, negligence towards banking system etc. are some of the issues restraining the progress of the villagers that compelled us to organize an awareness campaign specially targeting these issues to bring about a change in outlook of the villagers. Moreover, such targeted activities would surely be helpful in sensitizing the students to pay back to society and to develop some of the vital skills among them.

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PRACTICE:-

The students of Sociology, Geography department and N.S.S. volunteers conducted a specific survey to collect the responses from the villagers of **KOIRIYADIH** village highlighting their life style and outlook. The analysis of the outcome of the survey helped in selecting the topics of discussion and interaction with the villagers that provided a base for organizing an awareness campaign. A special residential NSS camp was organized at the village Koiriyadih with 100 volunteers, apart from performing their routine activities, started communicating, interacting with the villagers to enhance their participation and other activities organized for them. Awareness, like, Nasa mukti, blood donation awareness, literacy awareness, swachhta, awareness, program, and guidance and counselling sessions, entertainment Nukad-Natak programmes were organized during special camp. Dr. Rajesh Kumar delivered a lecture on eradication of Superstition-Need of an Hour, aiming at bringing in awareness among the villagers about superstitions and blind faiths. NSS Volunteers and the staff members along with the villagers carried out a cleanliness drive everyday before the beginning of the camp.


EVIDENCE OF SUCCESS:-

- A change in villager's attitude towards cleanness was clearly evident.
- Calls and invitations were received from the villagers to the college to organize more training and guidance sessions on Yoga and Pranayam.
- The participated students appeared more sensitized and motivated as their participation in other social activities, conducted by college enhanced.
- The organizational skill among the students appeared to be enhanced while organizing various programmes in the college.

PROBLEMS ENCOUNTERED:-

- Participation of the villagers was comparatively less during day time owing to their engagement in agricultural activities.
- Attitude of most of the villagers to blame the government machinery for every wrong led to dull response in the beginning of the campaign.


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