VIVEKANANDA COLLEGE

College with Potential for Excellence
Residential & Autonomous – A Gurukula Institute of Life-Training
Re-accredited (3rd Cycle) with 'A' Grade (CGPA 3.59 out of 4.00) by NAAC
DBT Star College Scheme Funded
Affiliated to Madurai Kamaraj University
(Managed by Sri Ramakrishna Tapovanam, Tirupparaitturai, Trichy)
TIRUVEDAKAM WEST, MADURAI DISTRICT– 625 234, Tamil Nadu
Website www.vivekanandacollege.ac.in

Best Practice-II

Title

Institutional Social Responsibility

Objective

➢ To inculcate social awareness, values, and environmentally responsible behavior amongst students

➢ To create awareness among the people regarding current local, national, and international issues

➢ To provide service to the society through various extension activities and discharge their obligations towards society

The Context

The Planning Commission of our country has recommended including 'fostering social responsibility' as an integral part of the strategy for advancing higher education in the 12th Plan. It is in this context that 'fostering social responsibility in higher education' needs to be placed as an important pillar of the future directions. By improving engagements with the community, institutions of higher education can reinforce the values of social responsibility amongst the youth. Collaborations with communities and civil society need to be encouraged to realize this potential. To fulfil the vision of the Planning Commission, the College can harness its resources to raise awareness about pressing concurrent issues prevalent in the society while simultaneously attempting to find tangible and sustainable solutions. Issues such as the environment and inclusiveness in terms of literacy, financial empowerment, and ensuring equal opportunities for differently abled individuals are concerns that have been deliberated upon at various national and international forums.

VIVEKANANDA COLLEGE

College with Potential for Excellence
Residential & Autonomous – A Gurukula Institute of Life-Training
Re-accredited (3rd Cycle) with 'A' Grade (CGPA 3.59 out of 4.00) by NAAC
DBT Star College Scheme Funded
Affiliated to Madurai Kamaraj University
(Managed by Sri Ramakrishna Tapovanam, Tirupparaitturai, Trichy)
TIRUVEDAKAM WEST, MADURAI DISTRICT– 625 234, Tamil Nadu
Website www.vivekanandacollege.ac.in

The Practice

➢ The college offers Extension Activities as one of the courses under Part V to all the final year UG students. In which the NSS, NCC, YRC, RRC are conducting various extension activities to the villages.

➢ The college adopted six villages under the Village Adoption Scheme and Unnat Bharat Abhiyan Scheme.

➢ The college practices the following extension activities towards the upliftment of society by the students:

Green Card Scheme

To solve environmental issues (under the scheme, each student is given a sapling. The students should grow trees in their native village and report the same to the college)

Literacy Card

To solve illiterate issues (under the scheme, each student will give literacy to a minimum of 5-10 illiterates in their native places)

Yoga Training

To solve health issues (under the scheme, each student should give training to the school students of their native villages)

Swachhta Bharath

To solve Environmental Pollution issues (under the scheme, each student should clean the streets, homes, etc., in their native places)

Apart from these regular practices, the college involved the following activities during the Covid19 lockdown period under Institutional Social Responsibility:

VIVEKANANDA COLLEGE

College with Potential for Excellence
Residential & Autonomous – A Gurukula Institute of Life-Training
Re-accredited (3rd Cycle) with 'A' Grade (CGPA 3.59 out of 4.00) by NAAC
DBT Star College Scheme Funded
Affiliated to Madurai Kamaraj University
(Managed by Sri Ramakrishna Tapovanam, Tirupparaitturai, Trichy)
TIRUVEDAKAM WEST, MADURAI DISTRICT– 625 234, Tamil Nadu
Website www.vivekanandacollege.ac.in

➢ The college conducted an awareness camp to control the spread of COVID-19 at nearby villages, namely Tiruvedakam, Thachampatthu, Tiruvedakam Colony, Nedunkulam, Rishapam, Tirumalnatham, Rayapuram, and TenkaraiPudur by issuing pamphlets and reusable masks to every house from 15th May to 15th June 2020.

➢ The college, in association with Vetri Siddha Hospital, Thanichiyam, distributed KABASURA KUDINEER to prevent people from COVID-19 to the people in nearby villages such as Tiruvedakam, Tiruvedakam Colony, Thatchampath, Nedunkulam for three days in each village from 14th July 2020 to 18th July 2020.

➢ The college in association with Primary Health Centre, Melakkal conducted the Health Camp to identify the fever at college premises on 16th August 2020.

➢ The college in association with Primary Health Centre, Melakkal conducted 11 COVID Vaccination Camps at the college premises.

Evidence of Success

➢ The students' responsibility towards society, especially their native place, is increasing.

➢ The society appreciates and recognizes the youth, as well as the college.

➢ The college received the Blood Donation Appreciation Award from the Govt Rajaji Hospital and Velammal Hospital in Madurai.

Problems Encountered and Resources Required

➢ Motivating and involving a large number of students in these activities is a challenge.

VIVEKANANDA COLLEGE

College with Potential for Excellence
Residential & Autonomous – A Gurukula Institute of Life-Training
Re-accredited (3rd Cycle) with 'A' Grade (CGPA 3.59 out of 4.00) by NAAC
DBT Star College Scheme Funded
Affiliated to Madurai Kamaraj University
(Managed by Sri Ramakrishna Tapovanam, Tirupparaitturai, Trichy)
TIRUVEDAKAM WEST, MADURAI DISTRICT– 625 234, Tamil Nadu
Website www.vivekanandacollege.ac.in

- ➢ One of the major problems when attempting to alleviate social issues is the lack of awareness among people regarding that issue.

- ➢ To enhance the effectiveness of the inclusive initiatives, financial or material support raised through corporate sponsorship, especially under the CSR scheme, is required.