



Punjab Association's
ANNA ADARSH COLLEGE FOR WOMEN
(Affiliated to University of Madras)
Chennai - 600040, Tamil Nadu.

Best Practice - 1

Title of the Practice – Adarsh Seva Yojana

Community Service Programs to instill social responsibility and values in the students.

Objectives of the Practice: To **uplift and support** those deprived of certain needs and rights. This Practice provides a platform for students to dedicate their selfless service to society and inculcate a value system.

The Context: Believing in a greater cause and fulfilling a greater purpose are strong morals. The Institution teaches values like selflessness, dedicated service, the integrity of character, and tolerance. Participation of students in community service activities fosters an all-round development for empowerment, leadership, and the mindset to give back to those in need.

The Practice

This Program aims to develop the students' intellectual, personal, emotional and social growth. They are expected to be life-long learners, and through experiential learning develop as active citizens and compassionate humans. Need-based community programs executed by various departments and clubs are clubbed under this program. It can include economic need, environmental, civic, health, or social responsibilities – anything that connects the student to her surroundings or to a cause, and generates a sense of responsibility towards it.

- **Udavi karam** (helping hand) - The students' social service skills came to the forefront during disasters like floods and the pandemic. They volunteered to address compelling needs of the community and assist the marginalized sections. Distribution of food packets, stationery, etc. to the poor fostered the spirit of generosity in students, inspiring fellow-students to donate to needy people. When Chennai witnessed the worst floods, the college provided its auditorium to the flood-affected people in the neighborhood and offered food to all of them. 1500 flood- affected people benefited from these initiatives. The covid pandemic in 2020 brought the stakeholders of the Institution together once again to facilitate awareness and support. Vaccination drives in collaboration with the Chennai Corporation were organized in the Auditorium for 1000 people. Various other



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activities like circulating SOP bulletins and informational posters, and mask distribution, were carried out. 1000 food packets were distributed daily for two months through the Corporation to the frontline workers in different hospitals. The Management contributed Rs 50 lakh to the Chief Minister's Relief fund for two consecutive years.

- **Tutoring** - The English department **every year** visits M.C.J. School of Hearing every Friday to teach Tamil, drawing, and silambam, organize games, celebrate festivals like Christmas with dance and skit programs, and also provide funds. 10 - 12 students volunteer, planning every step, taking attendance, and observing the growth of each student. These children are now familiar with the basics of Silambam. 60 children benefit from this service.
- **Inspire and uplift** - The Computer Science department organises a community service program **every year** at "Aravindaalayam, Kollapenchery", a school for children and adults of special needs run by Aravind Foundations. Our students help the children prepare for their annual day celebrations and interact with small groups. They prune plants and water the saplings in the garden along with the children, who enjoy these moments, along with dances and several games. They also help the children in making small hand-made products. This service reaches out to 70 differently-abled children.
- **Joy of giving** - **Every year**, the Rotaract Club organises a rice donation project named "Joy of Giving". A handful of rice is donated by the students and staff of the Institution. In 2017-18, 50 kgs of rice was donated to Udavum Karangal orphanage and 300 kgs to Vaniyanchavadi. In 2019-20, 750 kgs was donated to the Indian Council for Children Welfare, Balavihar and Vanyanchavadi. In 2021-2022, 50 kg rice and 50 kg urad dal was donated to Padma Adarsh Orphanage, Vaniyanchavadi, 10 kg rice packs to the economically-weak students, and 20-25 kg rice to the Tamilnadu Social Welfare Association (Tansowa-Sakthi Atharavu Illam), Arumbakkam.

All the departments and clubs have contributed in reaching out to the community, moulding their students to have a ready heart and hand. The community-engagement activities of the institution during the last five years fall under the following classifications:



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- Visits to **old age homes** and **orphanages**
- **Voter awareness** drives and rallies
- Rallies on significant themes centered on **health**, preventive measures to control the spread of diseases, Eye donation and organ donation awareness programmes.
- **Save the planet** – Lake clean-up drive. Awareness programmes on plastic-free living. Earth day rally and street plays.
- **Animal welfare** - Yearly visit to Blue Cross by the corporate department to donate pet food.

Evidence of Success:

Students have developed greater social sensitivity and self-confidence. They get to interact with the lesser-privileged, and learn patience and empathy. The beneficiaries have appreciated the efforts of the student volunteers. During the last five years, 309 outreach programs, extension activities, and community service programs were conducted.

Highlights include:

- Need based special camps conducted for 10 days by the NSS unit. In 2021, 5 adopted villages in Egattur, Kazhipadur, Sathankuppam, Thazhambur, and Navalur in Thiruporur Block, Chengalpattu District participated in the Unnat Bharat Abhiyan Scheme under the Ministry of Education, Government of India and conducted a Baseline Household Survey targeting 550 Low and Middle-Income Group households.
- The Earth Day Rally on 19/04/2022 was such a great success, creating awareness about water and environmental issues, that Mr. Mohan, Chief Resilience Officer, Resilient Cities Network, Chennai, looked forward to forming linkages between the institution and Resilient Cities Network. The Earth Day play was taken to other parts of the city to continue the efforts towards establishing sustainable living practices.



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The institution is proud to state that during the last five years, **thirty-three awards** were presented by the government / NGOs and other Bodies to the institution / faculty / students in recognition of services rendered in various social spheres.

Problems Encountered and Resources Required: Time and resource constraints are the main challenges. The students need to be continuously motivated and encouraged. Lockdown challenges during the pandemic year reduced the number of activities, personal interactions and support.