

GOVERNMENT OF PUDUCHERRY
BHARATHIDASAN GOVERNMENT COLLEGE FOR WOMEN (Autonomous)
PUDUCHERRY-605003

2021-22

COMMUNITY OUTREACH

Objectives

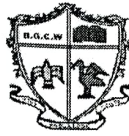
The objective of community outreach is to foster an inclusive and supportive environment by strengthening the relationship between the higher education institutions and the local community. The practice aims to promote mutual learning and engagement, enhance the institution's reputation, to propel the idea of Swachh Bharat, Aatma Nirbhar Bharat Awareness Campaign and contribute to the well-being of the community. The foundational principle of this practice is the creation of a symbiotic relationship where the institution and the community work together to achieve common goals.

The Context

Community outreach is a crucial component of higher education institutions, particularly in India, where universities and colleges are expected to play an active role in addressing societal challenges. The practice of community outreach seeks to bridge this gap by establishing a dialogue between the two entities and identifying common goals.

The Practice:

- Under the “Village Adoption Scheme”, BGCW has adopted three villages namely Ariyur, Poraiyur and Chinnayapuram to address the developmental challenges of the villages through appropriate interventions.
- The practice of community outreach involves various activities such as community service, volunteerism, community-based research, and collaboration with local organizations. The uniqueness of this practice in the Indian higher education context lies in its focus on the local community's specific needs and challenges. For example, during the Corona period NCC Army Unit of the college worked jointly with Mudaliarpur Police Station in supporting Government measures to control Covid-19 in Puducherry. 21 Cadets were detailed for Bank Duty from 9.00 am to 1.00 pm during the pandemic period. Cadets ensured Social Distancing in the Bank to control and prevent the spreading of Covid-19. Cadets were posted on duty under the Supervision of ANOs and PI Staff.
- Statue cleaning & coastal clean-up services were rendered by our NCC & NSS students.
- Under Swachh Bharat campaign students not only created awareness about cleanliness but did 100 hours of cleanliness jobs, tree plantation, beach and coastal clean-up, cleaning of the statues of National heroes.



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Evidence of Success:


- The success of community outreach can be measured by various indicators, such as the number of community partnerships programs, the impact of community-based activities and the feedback from the community members. A wide appreciation from the public was earned especially during the corona period.
- Col. T. Umashankar, Commanding Officer, appreciated the contribution of the Cadets when there was the need of the Cadets to help the State Administration.
- This initiative was applauded by Col. K.Jayachandran, NCC Group Commander.
- Cdt. Kiruthika was honoured with Defence Secretary Commendation Card. Cdt. Soundarya was honoured with DG NCC Commendation.
- HRDC issued appreciation certificates to the cadets.

Problems Encountered and Resources Required:

The main problems encountered in implementing community outreach are limited resources and limited time frame. Despite the commitment and willingness of the institution to engage with the community and create meaningful partnerships, there was resistance to change. Through sustained efforts, the student volunteers succeeded in bringing about an alteration in the mindset of the residents. Regular visits and local partnership are required to achieve the better results.

Conclusion

Community outreach as a best practice can help higher education institutions in India to bridge the gap between the institution and the community. By establishing meaningful partnerships and working towards common goals, the institution can contribute to the community's well-being while enhancing its own reputation and promoting mutual learning.



**Principal,
BGCW, Puducherry**

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