



S.A.S. GOVERNMENT DEGREE COLLEGE
NARAYANAPURAM, WEST GODAVARI DISTRICT-534411
(AFFILIATED TO ADIKAVI NANNAYA UNIVERSITY, RAJAMAHENDRAVARAM)

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Title of the Practice:
Adoption of a villages under Institutional Social Responsibility

1. Objectives of the practice:

- ✓ To select, transform and create a model village by improving the poor socio-economic conditions and living standards
- ✓ To bridge the gap between benefits and beneficiaries by creating awareness among the people on various Government and non-Government welfare schemes.
- ✓ To involve students in conducting socio-economic surveys in adopted village as part of their field activity having a direct bearing on their curriculum so that while promoting a social cause, students will enhance their social skills, communication skills and soft skills qualifying them for employable skills.
- ✓ To develop awareness among villagers by NSS volunteers on latest break throughs in agriculture, watershed management, wasteland development, , low cost housing, sanitation, nutrition and personal hygiene, skill development programs, income generating government schemes, Environment and Energy Conservation, Education, legal aid, consumer protection, anti drug addition, AIDS, Preventive measures against fevers like Dengue, Swine Flu, Malaria etc.
- ✓ To transmit the spirit of Govt. sponsored programs for rural development such as Swachh Bharat, Ayushman Bharat, Accessible India, Digital India, Made in India, Beti Bachao and Beti Padhao, Nava Nirmana Diksha, Janma Bhoomi – Maa Vuru, Grama Darshini etc. to the villagers.
- ✓ To develop leadership qualities, social responsibility, analytical skills and innovative thinking among students.

2. The Context:

- ✓ Increasing competitive environment and mechanical learning have deprived the present day students of the opportunity to involve and learn by actively participating in community service.
- ✓ Growing tendency among the students that the sole purpose of education is getting high paid jobs, earning money and settling abroad without any concern for community development.

- ✓ Whole sale rural migration to urban areas due to unprofitable agricultural ventures, lack of awareness of opportunities, poor entrepreneurship and little or no counselling.

3. The practice:

- ✓ Taking consideration distance and accessibility of the village and the nature of problems being encountered, Gopinadhapatnam village is adopted by the college.
- ✓ The faculty and NSS volunteers met the Sarpanches, Panchayat Secretaries, ward members, village school masters in the village, discussed the burning problems and appraised them of the mission for the all-round development of village.
- ✓ The students have conducted a door-to-door survey in each of the village to take stock of situation to chalk out a comprehensive mission.
- ✓ Students inspected every nook and corner of the villages and convinced people of the dirty, unhygienic surroundings and unclean habits and the resultant ill health and suggested easy and cost effective solutions such as safe disposal of wet and dry wastes, protected drinking water etc.
- ✓ The staff and students have successfully conducted Swatchh Bharat, Janma Bhoom-Maa Vuru (Birth Place – My Village), Domalapai Dandayatra (Raid against mosquitoes), ODF Villages etc.

- ✓ Nava Nirmana Diksha (The Vow of newly Building the State) is a week long program during which, the students visited the village every day and organised enlightening talks by Resource Persons, Counsellors, specialists and doctors to create awareness to the villagers on agriculture, watershed management, wasteland development, use of non-conventional energy, low cost housing, sanitation etc. and pamphlets designed and distributed to the public for a better understanding.
- ✓ “Gram Darshini” is another sensitization program conducted by Govt. of AP. students have taken active role at the Mandal, District levels. They have successfully conveyed the message of social empowerment and popularized various development schemes launched by the Government through their song and dance.

4. Evidence of Success:

- ✓ Swachh Bharat and Janma Bhoomi-Maa Vuru Program organised by the NSS teams in the adopted villages have brought laurels to this institution when village were recognised ODF by Government of AP.
- ✓ The staff and students are 100% successful in achieving Social integration among the villagers who frequently experienced non-cooperation and disunity. Cutting across the lines of castes, religions and local politics they have enthusiastically involved in “Swachhta Hi Seva” to undertake Shramdaan for cleanliness and construction of toilets and making their environments free from open defecation.
- ✓ The Greenery in adopted village increased with the rallies and awareness programs conducted by our students on „Vanam- Manam“ (We and Our Forests) „Neeru - Chettu (Water - Plant), Clean and Green“ programs.
- ✓ The whole program has brought cognisable positive change in the attitude of our students. Their Leadership qualities, self-confidence, Public Speaking, Problem Solving and Team Work have improved a great deal.

5. Obstacles faced and Problems encountered:

- ✓ Though the students have succeeded 100% in motivating the rural youth towards mechanization of agriculture, health and hygiene, skill development and

environment concern, 40% older generations above the age of 50 are conservative and and need more time for transformation as they are illiterate and orthodox blindly adhering to their outdated customs and beliefs

- ✓ There is a problem of poor integration between the Government and the NGO agencies in the implementation of various beneficial schemes in rural areas. This has resulted in duplicity and redundancy. Efforts need to be directed towards creating a separate and well defined area of work for each so that when put together it becomes a comprehensive plan for rural development.

