

Outcomes of extension activities in the neighbourhood community in terms of impact and sensitizing the students to social issues and holistic development, and awards received if any during the last five years

(Showcase at least four case studies to the peer team)

Response

The institution leads the way in conducting a variety of community engagement, extension, and outreach activities by involving students. As a result, students are exposed to social issues, helping them become socially responsible individuals, enhancing their leadership skills, and fostering a service-oriented mindset. The following four prominent extension activities are undertaken by the institution as case studies to analyze their impact on sensitizing students to the social issues of the neighboring community.

Case Study 1: Blood Donation

Embracing the World Health Organization (WHO) motto, "Safe blood starts with me, blood saves lives," the institution organizes awareness programs and blood donation drives in collaboration with the blood bank of Rajaji Government Hospital. During the assessment period, 12 blood donation camps were held, resulting in approximately 1,100 units of blood being donated to blood banks. In emergencies, students donated blood to save lives at Government Hospital and some private hospitals. Consequently, the institution received consecutive district-level appreciation and motivation awards from the Dean of Madurai Medical College and the District Collector.

Case Study 2: Magizhvithu Maghizh (Joyous Harmony)

The Rotaract Club of our institution collaborates with a social welfare organization to support people living with HIV and other disabled children at the RUSS Foundation (Madurai). Each month, faculty and students provide moral support and immune-boosting healthy food supplements to HIV-affected individuals and disabled children, which are crucial for HIV treatment. Nearly 50 children benefit from this benevolent effort by the institution.

Case Study 3: COVID Vaccination Drive

During the COVID-19 pandemic, the college expanded its extension activities, including administering the COVID vaccine to the general public of Vilachery Panchayat, distributing masks and food to nearby villages in collaboration with Madurai Corporation and the Primary Health Centre of Pykara. The college also distributed Kabasura Kudineer, a traditional Siddha medicine, to prevent COVID-19 in nearby villages, conducted a health camp, and annually administered diphtheria vaccination and deworming tablets in association with the Primary Health Centre.

Case Study 4: Village Adoption Programme & Swachhta Bharat Campaign

Under the Village Adoption Programmes (VAP), the college has adopted six villages around Vadapalanji Panchayat, conducting various awareness programs like SWACHH BHARAT, Beti Bachao Beti Padhao (BBBP), POSHAN Abhiyaan (National Nutrition Mission), Matadaan Yojana, and other extension activities through the National Service Scheme. As a participating institute in the Unnat Bharat Abhiyan (UBA), the college aims to identify rural challenges, develop sustainable solutions, and promote active participation through surveys and skill utilization. Additionally, the ECO club addresses environmental issues, Yoga Training reduces health issues, and Swachhta Bharat combats environmental pollution. These activities are performed by all UG students during mid-semester, semester, and summer holidays.