



ख्वाजा मुईनुद्दीन चिश्ती भाषा विश्वविद्यालय, लखनऊ Khwaja Moinuddin Chishti Language University, Lucknow

BEST PRACTICE

Title of the Practice: SEWA – Social Engagement & Welfare Activities

Objectives -

The objectives of SEWA are as follows –

1. To identify problems faced by disadvantaged communities in adopted and nearby villages
2. To organize activities, awareness campaigns, and interaction sessions with local community members
3. To empower people by providing support and guidance to address identified issues

The Context:

The University has been contributing towards the betterment of society by undertaking a number of societal development initiatives. Despite having a team of enthusiastic students as volunteers and an array of activities round the year, the University was unable to achieve any specific outcome. However, in July 2019, our **Hon'ble Prime Minister Shri Narendra Modi's "Mann ki Baat"** drew the nation's attention towards the concepts of **Back to Village, Be Vocal for Local and Lab to Land**. This motivated the University to start afresh towards the journey of community outreach and social development by evolving the practice of SEWA.

Armed with the **inspiration, guidance and resilience of our Hon'ble Chancellor, Smt. Anandiben Patel**, five villages - **Lokharia, Allu Nagar, Rahodapurwa, Diguria, and Kakol** were adopted, all within a radius of 1.5- 3 km from the University. The University imbibed '**community engagement and outreach**' as its major commitment in the vision document and a well-defined **Outreach Policy** was framed for all community engagement initiatives.

The Practice:

The students of the University, recognizing their role as responsible citizens, undertake several social activities under the banner of SEWA in adopted villages. Through interactive sessions, students identify various challenges of people living in villages and attempt to address their

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issues. The student volunteers conduct awareness campaigns, drives, rallies, and counseling sessions in adopted villages to achieve the objectives of SEWA.

1. **Infrastructural Empowerment of Anganwadi Kendras** - The University has been regularly distributing educational resources such as learning kits, toys, puzzles, and furniture to Anganwadi Kendras; providing essential resources for educational and recreational activities and enhancing the learning and development of children in these centres, thus, promoting their overall growth and well-being.
2. **Health Related Initiatives in Adopted Villages** - Counseling sessions are provided to address various health issues. Awareness drives related to harms of open defecation and proper waste management under *Swachh Bharat Mission* are organized. Regular BMI, Health Check-Up Camps, COVID-19 awareness campaigns, tests, medicine distribution camps, mask and food distribution activities, Yoga sessions are conducted in adopted villages. The University has adopted TB patients and "Poshan Potli" packs containing items such as roasted chickpeas, jaggery, fruits, and *sattu* are distributed periodically.

Regular fruit-bearing tree plantation drives are organized to promote healthy eating habits among stakeholders. Awareness campaigns on the hazards of tobacco consumption are also conducted in the villages.

3. **Awareness Drives for Government schemes** : The students conduct awareness campaigns and counseling sessions to educate rural communities about Government schemes like the *Ayushman Bharat Digital Mission*, *Pradhan Mantri Ujjwala Yojana*, etc. and assist them in the application process. They distribute pamphlets, brochures in local languages to ensure easy understanding among people. Door-to-door campaigns are also conducted to directly engage with residents.
4. **Saree Distribution and Mehndi designing Workshop**: The University faculty members collect *Sarees* and distribute them in the adopted villages under *Saree Bank* initiative. *Mehndi* designing workshops are also conducted in the adopted villages.

Evidences of Success:

1. **Outcomes of Infrastructural Empowerment of Anganwadi Kendras** Educational items worth Rs. 6,33,350 have been distributed in 20 *Anganwadis* by the University. It has been found out in follow up that the number of children coming to *Anganwadis* have significantly improved after systematic and organized arrangement and use of furniture and

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educational kits distributed. It is noteworthy to mention that most of the children enrolled in *Anganwadi Kendras* have taken admission in primary schools.

2. **Outcomes of Health Related Initiatives in Adopted Villages -** Every year, the University has successfully organized Body Mass Index (BMI) camps, follow ups have revealed a remarkable improvement in BMI in the required cases. The number of people participating and benefitting from *Yoga Shivirs* has increased from 45 in 2017-18 to more than 500 in 2022-23. As a result of various awareness campaigns, all houses in villages have constructed toilets under *Swachh Bharat Mission*. Most of the houses have proper waste collection. **It is noteworthy to mention that all T.B. patients adopted by University have recovered from disease.**

Inspired by the participation in SEWA, **Shweta Srivastava (Batch 2020-22; B.Ed)** runs an NGO –“**Women-led Science Society**”, focused on empowering women. The organization employs 8 individuals and engages 45 volunteers. The NSS volunteers, in collaboration with this NGO, distributed sanitary pads to sensitize rural women regarding menstrual hygiene.

3. **Outcomes of Awareness Drives for Government schemes:** Due to the efforts of the University, in creating awareness related to Government Schemes, all the children in adopted villages are now enrolled in schools. Further, all the houses in the adopted villages have LPG connections under *Pradhan Mantri Ujjwala Yojna*, and are being registered to avail the benefits of *Ayushman Card*. Regular interactions have revealed that most women now visit hospitals for pregnancy and women-related issues.
4. **Awards and Recognitions for Social Activities:** The University has received Certificates of Recognition for efforts and initiatives towards societal development. Also, acknowledging the University's societal initiatives, **Ankit Maurya, (Batch 2020-22; B.Ed.)**, received the prestigious Uttar Pradesh State Vivekananda Youth Award in 2021 presented by Department of Youth Welfare and Prantiya Rakshak Dal, Government of Uttar Pradesh.

Problems encountered and Resources Required:

- Quantitative assessment of the efficacy of the outreach programmes is difficult.
- Collaboration with various agencies (both Government and Non-Government Bodies) sometimes becomes a challenge in implementation of these best practice activities.

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However, this issue is largely being addressed now as several NGOs have started collaboration with the University in organization of social activities.

- Due to low level of literacy and education, sometimes it becomes difficult for the people residing in the villages to comprehend the minute details of various governmental and non-governmental schemes.

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