



Aurora's Degree and PG College
(ACCREDITED BY NAAC WITH 'B++' GRADE)
Chikkadpally, Hyderabad 500020
Annual Report on Social Activity Cell, 2020-21

The social initiatives at ADC are implemented through selected programs, which we believe would help emerge students as academicians, researchers, and entrepreneurs and as true global citizens with a sense of responsibility and commitment towards the environment and the society at large.

ADC has set up ACT (Aurora Cares for Them) to undertake social initiatives, with an aim to nurture students with values, knowledge, skills, and actions, which would make them more humane and globally responsible citizens. ACT attempts to encompass the virtuous integration of the Heart, Head, and Hand through these social initiatives.

Social activities at ADC while concentrating on environmental issues would collaborate with several social organizations representing corporate bodies, government organizations and NGO's, students of ADC would contribute to the society by involving themselves in various developmental initiatives.

The following are activities/events conducted under Social Activity Cell:

S. No	Event/Activity name	Date	Remarks
1.	International Yoga Day	22/06/2020	One week Yoga Sessions
2.	Webinar on "Unlock down Safety measures"	8/06/2020	By Dr. Mithilesh Gosh, Medicovre Hospitals
3.	Webinar on "Success Mantra When Problems are Beyond Our Control"	4/09/202	By J.D. Lakshminaryana, Retd.I.P.S
4.	Eco-friendly Ganesh Festival	24/08/2020	3days performed pooja in both the blocks
5.	Mask Distribution Campaign	22/09/2020	In collaboration with

			Sanjeevini Blood Bank
6.	Debate on “Women in Sports”	24/02/2021	In collaboration with BBC Telugu
7.	Medical camp	19/02/2021	In collaboration with Medicovre Hospitals
Events in collaboration with YFS			
8.	School Kit Program	06/12/2020	In collaboration with YFS
9.	Farmer’s Day	23/12/2020	In collaboration with YFS
10.	Adolescent Health Education Program	28/11/2020	In collaboration with YFS
11.	Diya painting & Greeting cards making on account of Diwali festival	08/11/2020	In collaboration with YFS
Events in collaboration with WWF			
12.	Earth Hour	27/03/2021	In collaboration with WWF

1. Reports of Events at College level:

1.1. Report on International Yoga Day:

The International Day of Yoga aims to raise awareness of the many benefits of practicing yoga. The draft resolution establishing the International Day of Yoga was proposed by India and endorsed by a record 175 member states. The proposal was first introduced by Prime Minister Narendra Modi in his address during the opening of the 69th session of the General Assembly, in which he said: “Yoga is an invaluable gift from our ancient tradition. Yoga embodies unity of mind and body, thought and action ... a holistic approach is valuable to our health and our well-being. Yoga is not just about exercise; it is a way to discover the sense of oneness with yourself, the world and the nature.”

Also, in the case of coronavirus, people who have been practicing yoga, meditation and pranayama have experienced a higher level of immunity and lung strength, making it difficult

for the virus to affect their bodies. In this regard, Social Activity Cell of Aurora's Degree &Pg College organized Yoga and Pranayama sessions for the faculty from 9.30am to 10.30am in Seminar hall, BlockVI on 22nd June, 2020 and continued the sessions for one week by maintaining physical distance. Ms. Sandhyarani, Dept. of Mathematics trained the faculty for one week and demonstrated various asanas followed by Omkar chanting. Warm up exercises were taken and performed sitting and standing asanas, importance of these were explained simultaneously. The celebration concluded with synchronized recitation of shlokas and meditation. Ms. Sandhyarani encouraged participants to practice regular yoga to remain fit and improve concentration. Regular practice of yoga will surely help us to achieve a better life, physically, mentally and spiritually as well.

1. 2. Reports of Events Under YFS:

In a fast-paced lifestyle, the importance of good health is taking the backseat. In order to improve health issues, it's our moral responsibility to spread awareness about good health among society. To find problems early, when chances for treatment and cure are better. By getting the right health services, screenings, and treatments, we are taking steps that help our chances of living a longer, healthier life.

The Social Activity Cell of Aurora's Degree & PG College in collaboration with Medicover Hospital, Secretariat, organized a one-day free medical camp on 19th February 2021 from 10 am to 2.30 pm in Seminar Hall in BlockVI. Our effort is to bring social awareness among Teaching and Non-teaching staff, to stay healthy by providing high levels of medical awareness and motivation to monitor regular health checkups like height and weight measurement, blood sugar level, blood pressure, and ECG checkup, etc. to avoid future health issues. As a part of the camp, various blood parameters like glucose, BP, Random Blood Sugar, Heart rate, Oxygen Saturation, Body fat percentage, ECHO& 2D-echo were investigated. Also, a free Gynecologist consultation in the presence of a Gynecologist is done to focus on women's health & issues.

Screening of women for gynecological problems – Doctor from Medicover Hospital's screened women staff. A separate screening area ensured privacy for the women.

About 70 staff members and 7 families got their different blood parameters evaluated. The health camp received a good response and was well appreciated by the staff and local community people.

1.3. Mask Distribution Campaign:

As part of efforts to fight the spread of COVID virus, Social Activity Cell of Aurora's Degree & PG College in collaboration with NGO Sanjeevini Blood Bank kick-started a major free face mask distribution campaign to UG students who are appearing for OU examinations on 22/09/2020 in Block VI. This is a humble effort from Social Activity Cell of Aurora's Degree & PG College to contribute to the wellbeing of healthcare students who are appearing for OU examinations. Ms. Chandrakala, Social activity coordinator while speaking on the occasion expressed concern over the rising COVID cases in GHMC. "The situation can go from bad to worse if people don't cooperate in controlling the spread of coronavirus. Our health infrastructure is already inadequate and inability of taking preventive measure by students can land us in further trouble. About 300 masks were distributed to the needy students. The masks were donated by Sanjeevini Blood bank.



1.4. Eco-friendly Ganesh Festival:

Ganesh Utsav is one of the most celebrated festivals in the college both in Block VI & Main Block. On 21st September 2020, we bought the Ganesh Idol and started the decoration. Interested faculty made a beautiful setup (mandap) with ecofriendly colors and decorated items. At the Ganesh festival, i.e. 22nd September 2020, pooja started by the faculty and Principal. Later on, each and every department got a chance for Ganesh pooja. Both in morning and evening sessions. Dr. Omprakash Poojari, Dept. of Computers came forward to do Pooja voluntarily on 3 days.

Then came the time to say goodbye to Lord Ganesh. The final procession was accompanied by Bhajans. The visarjan took place on 24th September 2020 in a traditional way.



1.5. Debate in collaboration with BBC Telugu:

In view of forthcoming International Women’s Day, the Social Activity Cell of Aurora’s Degree &Pg College in association with BBC Telugu organized a debate on “What do Indians think about women in sport?”

In view of forthcoming International Women’s Day, the Social Activity Cell of Aurora’s Degree &Pg College in association with BBC Telugu organized a debate on “What do Indians think about women in sport?”

In the debate, Ms. Chandrakala expressed that “I am delighted that the BBC Indian Sportswoman of the Year Award is returning for a second time. It is a brilliant opportunity to celebrate female athletes from across the country, and I’m pleased the BBC is leading the way in recognizing their successes,”

Student of M.S.Cs.2A. namely, Swetha expressed her thoughts as follows:

“The research showed that as many as 64% of Indian adults did not participate in any kind of sport or physical activity. This figure was even worse when broken down by gender - nearly one and a half times more men (42%) said they played sport than women (29%). However, even this participation has an age skew with sports being played more by 15-24-year-old males than any other age and gender grouping.

There is also a big discrepancy among different Indian states. The top two states where participation in sports is the highest are the southern state of Tamil Nadu (54%) and the western state of Maharashtra (53%). In the northern states of Punjab and Haryana, just 15% of the population participate in sports.”

One of the student Pothu Shiva Charan of M.S.Cs2B expressed that **“Safety was one of the issues raised by parents who thought sports were not suitable for women”**

A student namely Pothu Shiva Charan conveyed that “When Indian boys play cricket, football, volleyball, run, and cycle, Indian girls do not have such a wide range of choices when it comes to sports. It seems this is dictated, at least in part, by the wider sexism and gender biases that exist in India. Otherwise, what could explain the fact that a third of those surveyed picked up one or more sports they believed were unsuitable for women?”

The list included wrestling, boxing, kabaddi, and weightlifting. The research showed that activities regarded as being "least unsuitable" for women included athletics and indoor games. Indian women, however, seem to be made of much sterner stuff - breaking gender stereotypes to rule the global arena when it comes to "unsuitable sports" like wrestling, boxing, kabaddi, and weightlifting. They have done India proud by winning many international titles including in the Olympics, Commonwealth, and Asian games.

Finally, BBC Telugu reporter concluded that “The research about attitudes towards women in sports also found a majority speaking in favor of equal pay for female athletes. However, 42% of the respondents felt that women's sports were not as "entertaining" as men's. There were also negative perceptions about sportswomen relating to their appearance and childbearing ability. The BBC research, which was carried out across 14 states with 10,181 respondents, also presented findings on issues such as the importance of sports to both men and women, which Indian states played more sports, and which athletes were best known in the country. The research showed that as many as 64% of Indian adults did not participate in

any kind of sport or physical activity. This figure was even worse when broken down by gender - nearly one and a half times more men (42%) said they played sport than women (29%). However, even this participation has an age skew with sports being played more by 15-24-year-old males than any other age and gender grouping. PT Usha, who dominated Indian track and field in the 1970s and 1980s was still top of mind for some Indians, coming just one percentage point behind current badminton stars PV Sindhu and Saina Nehwal. The results differed slightly when people were asked to pick an athlete off a list of both men and women. Then as many as 83% showed some recognition of athletes, though this was largely skewed in favor of men.

Students expressed their happiness after sharing their opinions on the given topic.



2. Events in collaboration with WWF:

2.1. School Kit Distribution Program:

40% of India's population is below 18 years (children), less than half of the children go to school. And only 1/3rd reach to Grade 8, Children dropping out of schools are a common sight. Children drop out of schools owing to limited financial means, 2.2. lack of access to school materials & parents' indifference towards education.

In an attempt to combat this challenge, the Social Activity Cell in collaboration with YFS initiated the School Kit program on 06-Dec-2020, conducted at PNM school Kukatpally at 3pm. This program is designed to ensure that basic school supplies reach even the

remotest parts of a few areas of Hyderabad. With the contribution from Youth for Seva and some of our student donors, we enable children to attend the school. The school bag consists of a school bag, notebooks and stationery materials like geometry box, pen, pencil, eraser sharpener and ruler. It is a small step taken by our students in the direction of creating a community where primary education is accessible to all!!!

List of Student Participants:

K. Rachana, 1051-18-488-012, Bt.Bi.C3A

Sruthi Jakkala, 1051-19-684-148, BBA 2C

K Pravalika, 1051-18-488-058, Bt Bic 3A

Siddala Akshitha , 1051-19-407-101, B.com Honors 2B

2.2. National Farmer's Day:

The celebrations aimed to create awareness among young girls and boys on the importance of farmers and farming for a healthy and prosperous nation, and to inspire them to take up agriculture as a career option.

The Social Activity Cell of Aurora's Degree & PG College Celebrated National Farmers Day(Kisan Diwas) on December, 23, 2020 under "SwacchataPakhwada" (Dec 16-31, 2020). The Kisan Diwas is celebrated to commemorate the birth anniversary of our former Prime Minister late Ch. Charan Singh Ji who contributed a lot for the welfare of farmers of country. This initiative is to promote organic farming. Our student volunteers visited fields in Aagepally, Ibrahimpatnam and interacted with farmers and educated about the use of modern technologies available, use of organic fertilizers and precautions to be taken while using chemical fertilizers and pesticides. Also our students participated in farming to experience practically a bit of farming skills.

LIST OF THE STUDENT COORDINATORS:

Siddala Akshitha, 1051-19-407-101, B.com Honors 2B

Ch.Lakshmikameswari, 1051-18-459-022, Migc 3A

LIST OF THE PARTICIPANTS:

Siddala Akshitha, 1051-19-407-101, B.com Honors 2B

Ch.Lakshmikameswari, 1051-18-459-022, Migc 3A

Ayush Chhabra, 1051-19-401-151, B.Com Generals 2

2.3. Adolescent Health Education Programme:

In India, adolescents contribute to 23% of the total population, which is 243 million adolescents. This represents a huge opportunity that can transform the social and economic fortunes of the country. To enable adolescents to fulfil their potential, substantial investments must be made in education, health, development and other areas.

Overview:

The Adolescent Health Awareness Program (AHP), takes inspiration from the Rashtriya Kishore SwasthyaKaryakram (RKSK). RKSK is a health program launched by the Ministry of Health & Family Welfare for Adolescents, at 1.54 billion, are 1/5th of the world's population. 85% of the adolescents, in the age group of 10-19 years, target adolescent nutrition, reproductive health and substance abuse. The key principle of this program is adolescent participation and leadership, inclusion, and gender equity. The program envisions enabling adolescents in India to realize their full potential by making informed and responsible decisions related to their health and well-being. The RKSK will comprehensively address the health needs of the 243 million adolescents of India. The key format in the way the program is implemented is community-based interventions through peer educators.

We identified five key areas in which students needed to be. They are:

1. Nutrition
2. Sexual and Reproductive Health
3. Substance Misuse
4. Mental Health
5. Physical Health and Well being

In view of the above issues, our student volunteers taken session for teenage children about adolescent health. Student volunteers interacted with Government School children

at YFS Abhyasika centre. They explained about the changes in adolescent and nutritional values.

Outcome:

Provided a forum to help backward children to understand the importance of health and nutritional values.



2.4. Diwali Celerations of YFS Volunteers of Aurora in Abyasikacenter:

Aurora's Degree & PG College YFS volunteers gathered to bring the sparkle of joy to more than 200 government school children at Abhyasika Centre on Wednesday, 8th November, 2020 on the occasion of Diwali festival. Team of our students spent Diwali

with the AbhyasikaCenter. Diya painting and Greeting cards making is an activity where Aurora's YFS student volunteers distributed those painted diyas to backward childrens in Abhyasikacenter for Diwali festival.

It was a wonderful memory and blessing to have spent some quality time with these pure souls. The volunteers spent quality time with orphans, providing them with the much-needed feeling of togetherness and bonding of a family, which makes Diwali special to all. A Diyas and Greeting Card making was organized, which encouraged them to express their creativity. Great preparations were made for this festival. Volunteers celebrated Diwali with all orphans and cheer the day. To add the cheer and joy, Diwali gifts, sweets, crackers were distributed to the children and snacks were served to all. At the end of a lovely day, the volunteers left with hearts overflowing with love and delight.

3. National Summit Project with WWF:

In collaboration with WWF our students are doing a National Summit Project.

The process of doing project with WWF is as follows:

1. Echo Forum (an orientation cum training workshop for nominated students (Introduction to the theme of the year, background, Scope, program design, responsibilities, calendar of activities): Nominated 4 representatives & 1 teacher convenor attend workshop
2. Proposal submission and project execution: Students develop and submit Echo proposal in consensus with other students of the college for approval by WWF India
3. Preliminary elimination : Colleges submit their final impact reports to WWF India
4. National Summit: –June-July 2021: Shortlisted colleges with maximum impact get a chance to showcase their projects at the National Level during the summit

