

SOCIAL RESPONSIBILITY INITIATIVES TAKEN BY **JAGADGURU SRI SHIVARATHREESWARA UNIVERSITY, MYSURU**

2012-2013 : NSS Activity / Health -Special Camp Activities

1. Cleaning Village and Planting tree saplings:

NSS Unit of JSS College of Pharmacy, Ooty had adopted Thengumorahada –Nilgiris district and conducted special camp for the year 2012-13. The programme started on February 11th 2013 and ended on 16th February 2013. 24 Male and 25 Female NSS volunteers along with one NSS Programme Officer and one supporting staff comprised the team. Volunteers actively involved in the cleaning the foot path and repairing the brick wall of Thengumorahada primary school.

Visited Hallimoyar village which is also a part of Thengumorahada and plantation of 100 tree saplings supplied by the Forest department (north) was also part of the camp.

Volunteers were taken for a small trekking in the forest area by the forest department stressing the importance of preserving the forest and wild animals.

2. World Breastfeeding Week-2013

For creating awareness on the importance, promotion and support of breastfeeding and engaging as many groups, and people of various ages as possible and for creating awareness among medicos regarding breast feeding practices and Breast Feeding Week 2014, Quiz competition was conducted by National Service Scheme in collaboration with Department of Community Medicine, JSS Medical College, Mysore.

3. World Rabies Day-2013

Department of Community Medicine in collaboration with NSS Unit of JSS Medical College observed World Rabies Day -2014 at Central School of Tibetan Settlement, Bylakuppe. On this occasion, an awareness programme for school children on Rabies and its Prevention was organized.

4. World AIDS Day -2013

Dept. of Community Medicine and NSS unit of JSSMC observed World AIDS Day 2014 at Suttur Village. A rally consisting of 160 NSS volunteers and School children was organised, which went through the village to create the awareness among the people about AIDS and its consequences. After the rally, a street play was enacted by MD & MPH post graduate students, with respect HIV affected mother feeding her baby, young adult who was drug addict contracting HIV and services offered by VCTC (Voluntary counselling and testing centre). People gathered there asked doubts regarding the HIV and its spread. This was followed by a health education session for high school children regarding AIDS and its transmission and how to prevent it.

2013-14: NSS Activity / Health -Special Camp Activities/Awareness Programs

1. **World diabetes day** was observed jointly with Government Head Quarters Hospital Ooty. A free diabetic diagnostic camp was organized at the Collectorate, Ooty. More than 250 general public got benefited from it. Out of which 40% were diabetic and 25% were hypertensive.
2. **An Osteoporosis Screening and Awareness Camp** was organized by NSS Unit jointly with Rotary Club of Ooty Town at Meekeri Village on 25.11.13. The Camp was organised with support of a team of Doctors from Government Head Quarters Hospital, Ooty and NSS Volunteers of JSS College of Pharmacy Ooty.
3. **Women's Day was celebrated with a awareness on "women's safety and rights"** at JSS College of Pharmacy, Ooty and all the NSS volunteers participated in the event.
4. **On 25-01-2013, Interstate Youth Exchange Programme** was Organized by NSS Cell of JSS University and JSS College of Pharmacy, Mysore. The programme was conducted in College. More than 220 NSS volunteers from ten different states participated in the said programme.
5. Special camp was conducted at Anaikkatty village **19-02-2014 to 25-02-2014**. 50 NSS volunteers (both male and female) and four supporting staffs participated in the programme. Water tank cleaning, footpath laying, Gardening, Health awareness programme and plantation of trees were the events of the camp.

2014-15: NSS Activity / Health -Special Camp Activities/Awareness Programs

1. **Blood donation camp -1st October** : Blood donation camp was organized jointly with IPA Nilgiris branch and Indian Red Cross society in the college campus. 50 units of blood have been donated to GHQH, Ooty.
2. Pradhan Mandhri Jan Yojana Survey **October 15th-17th**: Participated in Pradhan Mandhri Jan Yojana Survey for ward 1 of Ootacamund. Bank Account for all campaign.
3. Training in self-defence to the NSS girls **2nd December**: Training in self-defence to the NSS girls volunteers was organized in the college campus. Ms. Leelavathy Inspector of Police, two women constables conducted the programme. 70 NSS girls volunteers participated in the program.
4. **Donating to orphanage January 11th**: On the occasion of Communal harmony NSS volunteers participated in the service rendered at Kodapamund orphanage centre. 50 geometry box and 50 pocket dictionaries were issued to 6th to 10th standard students.

2015-16 : NSS Activity / Health -Special Camp Activities/Awareness Programs

1. The NSS unit JSS Dental College & Hospital conducted a educative and informative Programme on general hygiene maintenance in ChayadeviAsharam on 25th September 2015. Children were trained for Oral Hygiene maintenance using model and charts and also educated them on how to maintain general hygiene. Around 50 NSS volunteers took part in the programme.
2. One day awareness programme in Suttur High school was conducted on 13-11-2015. Series of lecture on personality development and food and nutrition were given. This was followed by various competitions organized for school children, it included Drawing, Rangoli, Debate, Pick & Speak competition.
3. World Yoga Day programme **29th June**: JSS College of Pharmacy participated in the World Yoga Day programme. Rally was conducted jointly with JSS Institute of Naturopathy and Yogic Sciences. Slogans and placards were displayed to create awareness among the public.
4. World AIDS day awareness program **December 1st**: Conducted world AIDS day awareness program by distributing the pamphlets to the public in and around Ootacamund. 40 NSS volunteers participated in the event
5. Blood donation camp **December 12th**: Conducted blood donation camp at the college premises in association with IPA Nilgiris branch and Government headquarters hospital Ootacamund. 48 units of blood was donated by the volunteers.
6. Awareness program on healthy foods **March 6th to 12th 2016**: Conducted special camp at Anaikatty village. 50 NSS volunteers and two staffs accompanied the group. Foot path laying, water tank cleaning, removal parthenium plants and awareness program on healthy foods were the events of the camp.

Swatch Bharat Abhiyan 2013-2016

1. On 12-03-2013, Participated in **Lets Do It Mysore Movement Facilitators Meet** at Open Air Theatre of University of Mysore, Mysore. Volunteers were trained to lead the small groups of volunteers. NSS Volunteers with some teachers involved in cleaning activities. The area allotted for our College was Part of Bannimantap B layout and C layout and entire Aleem Nagar. Volunteers cleaned parks and roads mainly and collected around 30 bags of Garbage.
2. **Swatch Bharath Abhiyaan** was organised and conducted on 29-11-2014. More than 230 students and all 132 NSS Volunteers divided as 08 groups and cleaned in and around Sri Shivarathreeshwara Nagar, Mysore
3. NSS unit conducted clean-up drive at Bannimantap Grounds in Mysore. After the Dasara Torch light parade at Bannimantap grounds it was with full of plastic plates and cups and covers all over the ground.
4. September 18th, 2014 Participated in "Joining hands with Make Ooty Beautiful (MOB) group to make Ooty Beautiful programme. Cleaning the roads from Charring cross to Botanical garden and Govt arts college road in an attempt to create awareness to keep

the home town clean and neat. The programme was headed by MOB (Make Ooty Beautiful) group chairman Miss Shobana Chandrashekar. Over 80 Volunteers involved in the event.

5. NSS Unit of JSS College of Pharmacy, Ooty organised **“Swachh Bharat” Campaign**. The campaign was inaugurated by Dr. Prabhavathi, Dr. Murugesan and Principal Dr. S.P. Dhanabal. The Campaign started from the college campus and went through Onslow's road to ATC bus stand and returned back to the college campus via Davis Dale. More than 90 NSS Volunteers actively and enthusiastically participated in the event.

Free Health Screening services 2013-2015

1. **Free Health screening camp** was organized on 20-11-2013 at six different locations of Mysore i.e. Bal Bhavan, Cheluvamba Park, Kukkeralli Lake, Chamundi Hill footstep, Lalith Mahal helipad and Chamundi Vihar Stadium. About 450 morning walkers were screened for their Blood Pressure and Capillary Blood Glucose levels. About 25 individuals were detected to have diabetes which is recently developed and they were guided to JSS Hospital for further evaluation.
2. **Free Health screening camp** was organized on 20-11-2014 at Chamundi Vihar Stadium of Mysore. About 520 morning walkers were screened for their Blood Pressure and Capillary Blood Glucose levels. About 42 individuals were detected to have diabetes which is recently developed and they were guided to JSS Hospital for further evaluation.
3. **Health Screening Services camp** on 25th November 2015 for the benefit of general public. The camp was conducted in two different locations of Mysuru city (Balabhavan and Chamundi Vihar Stadium). During the camp, Capillary Blood Glucose and Blood Pressure were measured. About 250 people were screened and benefited from the camp.
4. A health screening and memory screening camp was held at the Chamundi Hill top for elder citizens and other public on World Alzheimer's Day celebration.
5. **School dental Health Programs:** Comprehensive oral health care services have been offered to children in JSS Residential School, Suttur, JSS High School, Bannimatap, Mysuru. Besides, regular oral health care is being offered to children in an orphanage run by Social Welfare Board, as well as for differently abled children at Sai Ranga School, Mysuru. Dental Health education on preventive practices aimed at moulding their life style at a young age is the striking feature of these programs. A total of 525 children were treated and 3555 children were given oral health education in last one year. Department of Pedodontics and preventive dentistry organized an oral health care program in four schools covering around 600 children highlighting the importance of oral hygiene and demonstrating correct brushing techniques.

6. **Baby Oral health promotion Clinic:** An extension speciality clinic of Dept. of Pedodontics & Preventive Dentistry functioning in the Department of Pediatrics, JSS Hospital on Monday and Thursday from 9.00 am to 1.00 pm was inaugurated on 10th November 2014. In this clinic all the children visiting Pediatric OPD are given guidance regarding oral health maintenance. More than 1300 children have been benefited from this clinic in last one year.
7. **Awareness campaigns:** The Institution is actively involved in organizing many awareness campaigns such as World Health Day, World No Tobacco Day, World Environment Day, World AIDS Day, Dentist's day, Oral Hygiene day, National tooth brushing day, National Public Health Dentistry Day etc. In all these campaigns, students and faculty actively get involved in creating awareness on causes for most common communicable and non communicable diseases highlighting simple self care practices aimed at their prevention and control.

Tribal Camps in rural and tribal areas:

1. JSS Dental College and Hospital with fully equipped **Mobile Dental Clinic with a portable X – ray unit** is actively involved in extending basic oral health services to rural and tribal population while organizing regular treatment camps. We collaborate with many NGOs such as Rotary, Help Educate a Child etc, to extend these services. A total of 40 treatment and screening camps have been organized benefitting 4581 children, adults and elderly population.
2. The NSS Unit of JSS Medical College has conducted the NSS special camp for villagers and tribal haadi people in Bharathwadi village, Hungodhobli of Hunsur Taluk. The camp was for the period of one week. All dignitaries guided the NSS Volunteers to give awareness regarding national health programs which are available to villagers and tribal people and also to know about the life style and disease patterns among tribal people.

Anti-plastic Campaign and Environment Protection program 2013-2015

1. The JSS university offering post graduation and under graduation program in Environmental Science under Faculty of Life Sciences. The curriculum includes theory, practical, fieldwork along with extension activities like awareness programs related to environmental protection, pollution control, natural resources conservation and sustainable management etc. in this regard the Department of Water and Health is regularly organizing field works and conducting extension activities on par with curriculum.
2. In continuation of that on 2nd March 2014, anti-plastic campaign and Environment protection walkathon was done by the department of water and health around Gopalaswamy hill and Bandipur National Park. During the anti-plastic campaign around 50-60 kg of plastic was collected by the students and faculties and the same was handed over to Bandipur forest Ranger Mr. Sateesh Kumar for safe disposal. Walkathon and awareness program on water conservation and sanitation was performed at Akala village which is located near Bandipura National park and house to house awareness was created among the local peoples through explaining importance of water and sanitation and also distributed around 500 pamphlets regarding environmental protection and water conservation.

3. The students of JSS Medical College under the aegis of NSS, came up with the idea of making the campus a plastic free zone!! The initiative took off with the first event of making paper bags, leading to the creation of beautiful paper bags which are definitely kinder to the environment! The event turned-out to be a great success!!

Poison Information Awareness Program 2015

1. **The Poison Information Centre (PIC)** located at Department of Clinical Pharmacy, JSS Hospital, Mysore conducted a **Poison Information Awareness Program** in Suttur Village, Mysore District on 13th November 2015. The aim of the program was to create awareness among the farmers about **safe handling of pesticides** and also about the **first aid measures in case of poisoning**. During the awareness program, villagers were educated about the safe handling, utilization, storage, transport and disposal of Pesticides. They were also educated about the first aid measures they must follow in case of the accidental poisoning as well as poisoning due to Snakebites.

Model Health Village Program

1. The JSS Mahavidyapeetha has adopted Suttur village under model health village program (MHVP). This has served as a model and many NGO's and governmental bodies have looked at this as a role model. JSS Hospital, Dental unit, Suttur is equipped with state of art equipments and facilities offering sophisticated dental services. Dental treatments are offered free of cost for the beneficiaries enrolled in the program and their records are maintained.

Central Prison project:

1. MOU was renewed and signed with the Rotary in the presence of Secretary, JSS Mahavidyapeetha. The Rotary has handed over a cheque of Rs. 24,000 to cover the treatment expenses of the prisoners. Basic oral health services are offered to inmates of central prison since early 2000. Recently the prison authorities have requested for establishing a Tobacco Intervention Initiative Centre at Central prison in view of the increasing addiction among the inmates. In this regard awareness program on hazards of tobacco consumption and tips for addiction among prisoners. The Program was organized at central prison Mysuru on 26th of May 2016.

KSRTC Healthy life style clinic:

1. First of its kind in the country where oral health care services are offered to KSRTC employees at their premises. The project aims to modify life style practices of these employees through intensive oral health education and providing treatment at the institution. JSS Dental College & Hospital has established a fully functional dental unit in this regard.

JSS Smile Clinic:

1. The details of the multi-disciplinary cleft lip and palate have been uploaded with photographs into the website. A menu has been created in the website with information regarding the bank details. A total of 60 have benefited in last one year.

Poor patients fund:

1. A menu has been created in the website regarding the poor patient's fund with information on bank details for donors.

DantaBhagya Yojana:

1. The institution is providing oral rehabilitation services to elderly poor by providing complete dentures to population below poverty line under the Government scheme "DantaBhagyaYojna". Three camps have been organized with district health offices of Mysuru, Mandya and Chamarajanagar to spread awareness on the program. The institution in a nodal center for three districts under this scheme. A total of 118 patients have been offered complete dentures in last one year.

Earth Day 2014

NSS Unit of JSS Medical College and Department of Community Medicine in collaboration with Inner Wheel Club, Mysore has jointly organized World Earth Day 2014 on 22th April 2014. Earth On this occasion Ayurvedic Medicine plants and tree saplings were planted in Urban Health Center and Government school of Medar Block, Mysore.

Activities of Indian Pharmaceutical Association -Nilgiris Branch: 2013-2015

1. National Nutrition Week – Program 1 -7 Sept
The Program includes creating awareness among the school children, release of health eating pamphlets etc.
2. World Pharmacists Day 2013 -25 Sept
Rally Organised to create an awareness about the pharmacy profession and continuing pharmacy education program for practicing pharmacists of The Nilgiris district
3. World Heart day Program -29 Sept
The awareness program on heart diseases for the benefit of the employees of Tamil Nadu State Transport Corporation, Ooty branch
4. World Mental Health Day 10 Oct
This day is celebrated to create the awareness among the adults, children and women to take care of mental health for healthy living.
5. World Diabetes Day-11 - 17, Nov with General Public at Ooty
Screening for diabetes and awareness programs for
 - Dunsandale Estate Employees
 - Collectorate Employees
 - BSNL Employees
6. World Diabetes Alert Day -25th March
Screening for early stage of diabetes using a questionnaire.
Capillary blood glucose measurement

7. World Hypertension Day -17th May 2016

Promoting awareness about the health life styles for the prevention of hypertension, counselling and distribution of pamphlets.

Blood Donation camp / Blood donors club - 2013-2015

1. Blood Donation Camp organized by JSS University, Mysore at JSS Medical College on 13-09-2012 on the occasion of 96th Jayanthi Celebrations of His Holiness JagadguruDr. Sri Shivarathri Rajendra Mahaswamiji.
2. On 13-09-2013 all NSS volunteers participated in Blood Donation Camp organized by JSS University, Mysore at JSS Medical College on the occasion of 97th Jayanthi Celebrations of His Holiness JagadguruDr. Sri Shivarathri Rajendra Mahaswamiji. 54 volunteers donated blood on this occasion.
3. Blood donation camp was conducted on Monday, 18th November 2013 as a part of 52nd National Pharmacy week celebrations. About 60 units of blood were collected
4. On 26-08-2014 Participated in Blood Donation Camp Around 66 NSS volunteers from our college donated blood on this occasion and also planted 60 tree saplings in the premises of JSS Medical College.
5. Blood donation camp was conducted on Thursday, 20th November 2014 as a part of 53rd National Pharmacy week celebrations. About 58 units of blood were collected.
6. On 25-09-2015 "World Blood Donors Day celebration" was celebrated at JSS Hospital, Mysore and More than 150 Volunteers participated in Voluntary Blood Donation camp & around 71 Volunteers Donated Blood.
7. Blood donation camp was conducted on Thursday, 24th November 2015 as a part of 54th National Pharmacy week celebrations. About 76 units of blood were collected.
8. District health Officer, Mysore and DAPCO had organised a blood donation camp in collaboration with NSS Unit of JSS medical College and Lions Club international on 9th of June 2014 at DHO Office premises, Nazarbad. The blood donation camp was organised in a specially modified Volvo bus with was refitted with all the facilities of a blood bank for the same purpose. About 25 Students from JSS Medical College donated blood on the occasion. The event was coordinated by NSS Unit of JSS Medical College.
9. Blood Donor's Club: A 'Blood Donors Club' constituted by the staff and students of JSS College of Pharmacy, Ooty is functional and coordinated by a faculty and couple of students members. On request from the District Govt. Blood Bank, the volunteers of the club are donating the blood to the needy patients.

Blood Donors Club Activity – JSSCP,Ooty:

Year	Number of Units of Blood Donated
2012-13	29
2013-14	29
2014-15	56
2015-16	26

Social activity -JSS Dental College and Hospital:

2015			
Sl No	Activity	Number of events	Total benefitted
1	Camps in urban and rural areas	14	1719
2	Camps for special groups	03	5405
3	School dental programs	06	1105
4	Health days observed	06	599
5	NSS activities	08	
6	Health exhibitions	01	1017
7	Awareness campaigns	01	147963
8	Model Health Village Program 2020 at Suttur, Nanjungud Taluk	02	
9	Peripheral Centers	05	10015
Total		46	
2016			
1	Camps in urban and rural areas	07	617
2	Camps for special groups	02	166
3	School dental programs	11	2053
4	Health days observed	02	-
5	NSS activities	09	645
6	Health exhibitions	02	251876
7	Awareness campaigns	03	113
8	Model Health Village Program 2020 at Suttur, Nanjungud Taluk		
9	Peripheral Centers	05	5319
Total		41	260789

Photographs:

1. parthenium plants and awareness program on healthy foods were the events of the camp.







2012 Babujagjivan ram school



2013 world diabetes day, JSS Hospital



2013 Oral hygiene day SAHANA SCHOOL



2014 Oral hygiene day at Govt High School, Mulloor



2015 World No tobacco Day at Mall of Mysore



2015 World No tobacco Day at Vegetable market area



2015 Oral hygiene day at dept of OBG JSS Hospital



2016 Oral hygiene day at SreeSharada Public School