



# Prasanta Chandra Mahalanobis Mahavidyalaya

111/3, B.T. Road (Bon-Hooghly), Kolkata – 700108

ISO 9001:2015 Certified Institution

Website: [www.pcomm.edu.in](http://www.pcomm.edu.in)

## Extension activities in the neighborhood community

The institute carries out diverse activities involving the neighborhood community through organizations like the NSS, various subcommittees and departments of the institute aiming to sensitize students. These activities provide an opportunity to the students to interact with their immediate community and also teaches them to empathetically contribute towards the needs of their community. Extension activities are enmeshed within the learning objectives of the curriculum, some extension activities are undertaken to promote the holistic development of students. Special efforts have been taken to inculcate human values and social awareness in the students through activities like Blood Donation Camp, Plastic Free Campus Drive, Visit to Old Age Home, Visit to Special School for Autistic Children, celebration of Women's day etc. Such programmes sensitize the student volunteers towards the social issues and take challenges of the lesser privileged sections of the society. Involvement in these extension and outreach activities the students develop critical thinking skills and time management. Working outside the college campus and with diversified social groups allow students to gain more self-confidence, autonomy, and appreciation for others. These activities help them to become good leaders and well mannered citizens.

Prasanta Chandra Mahalanobis Mahavidyalaya organizes several extension and social outreach programmes in the local community to promote social awareness among the students for their holistic development.

1. **Utkorsho: An Educational Outreach Program:** This program is aligned with the UN Sustainable Development Goal No 4–Quality education to ensure inclusive and equitable quality education and to promote lifelong learning opportunities for all. This is designed to provide academic and financial support to the children of neighboring schools under the jurisdiction of Baranagar Municipality. The main objective of the programme is to provide an enjoyable learning atmosphere through innovative teaching-learning process for the school kids as well as to develop a sense of social responsibility and sensitivity among our college students. Some of the activities conducted under this program are:
  - a) Book Distribution Programme in the surrounding community organized by Department of Human Development and Department of Food and Nutrition A Book Distribution Programme was held at the premises of Dumdum Ananda Ashram Sarada Vidyapith Girls School. This programme was jointly headed by faculties from Department of Human Development and Department of Food and Nutrition. The main objective of the programme was to distribute books among needy students who are not able to purchase books on economic grounds. A booklist was provided by the school on the basis of which the books were purchased.

  
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- b) Road Map to Higher Education: School students of the nearby Dumdum Ananda Ashram Sarada Vidyapith Girls School were invited on campus to provide them career counseling through a workshop titled: “Road Map to Higher Education for School Students.” . This career counseling workshop was conducted by students of the Department of Sociology.
- c) Career Counseling and Guidance: Department of Human Development and Department of Sociology visited the Dumdum Ananda Ashram Sarada Vidyapith Girls School to conduct a career counseling and guidance session for the higher secondary students of this school.
- d) Career Counseling, Guidance and Mentoring: Department of Human Development visited the Baranagar Mohan Girls’ High School to conduct a career counseling, guidance and mentoring workshop for the higher secondary students of this school.



  
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## UTKORSHO INITIATIVES



Activities at Dumdum  
Ananda Ashram  
Sarada Vidyapith  
Girls School and  
Baranagar Mohan  
Girls' School



**Utkorsho: An Educational Outreach Program Initiatives**

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2. **Sporsho: Extending a Helping Hand To Vulnerable Members of the Community:** This program is aligned with the UN Sustainable Development Goal No 16–Promoting justice, peace and inclusive societies. This is designed to provide support to vulnerable members of the community like the elderly, children with special needs or members of marginalized communities. Old age home visits where students interact with the elderly, engage them in interactive activities, conduct basic health check up and provide them dietary guidance. Visit to orphanages and centres for children with special needs–organising awareness programmes for them, engaging them in interactive games and activities and providing them a platform to showcase their talents. The ultimate objective of this program is to extend this helping hand to other marginalized members of the community. Some of the activities conducted under this program are:

- a) The Department of Food and Nutrition visited Shantineer, an old age home located at Subhash Pally, Baranagar. The programme started with a welcome address by Dr Tanima Paul Das, Assistant Professor, Department of Food and Nutrition. In her address she highlighted the objectives of the visit. This was followed by Rabindra Sangeet and dance performed by the students of the Department of Food and Nutrition. Dr. Guddi Tiwary, SACT, Department of Food and Nutrition then explained the healthy food habits and diet control for the elderly. The student volunteers conducted a small survey to gather health-related data from the elderly. They also engaged the elderly inmates of the old age home in various activities like ludo and passing the ball. Fruit hampers were distributed among the elderly inmates.
- b) Students of the Department of Human Development and the Department of Food and Nutrition visited Bikashayan – Special School for Autistic Children at 40, Dunlop, Bonhooghly Government Colony to organise a hygiene awareness program for the students of Bikashayan. The children at Bikashayan were engaged in interactive games, storytelling sessions and even a Talent Show was held for these students.







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## SPORSHO INITIATIVES



Baranagar, West Bengal, India  
40, Dunlop, Sankar Nagar, Bonhooghly Government Colony,  
Baranagar, West Bengal 700108, India  
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Long 88.32431°  
25/04/23 11:55 AM GMT +05:30



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Ramohan Banerjee Road, Bonhooghly,  
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Activities at  
Shantineer and  
Bikashayan

**Sporsho: Extending a Helping Hand To Vulnerable Members of the Community**

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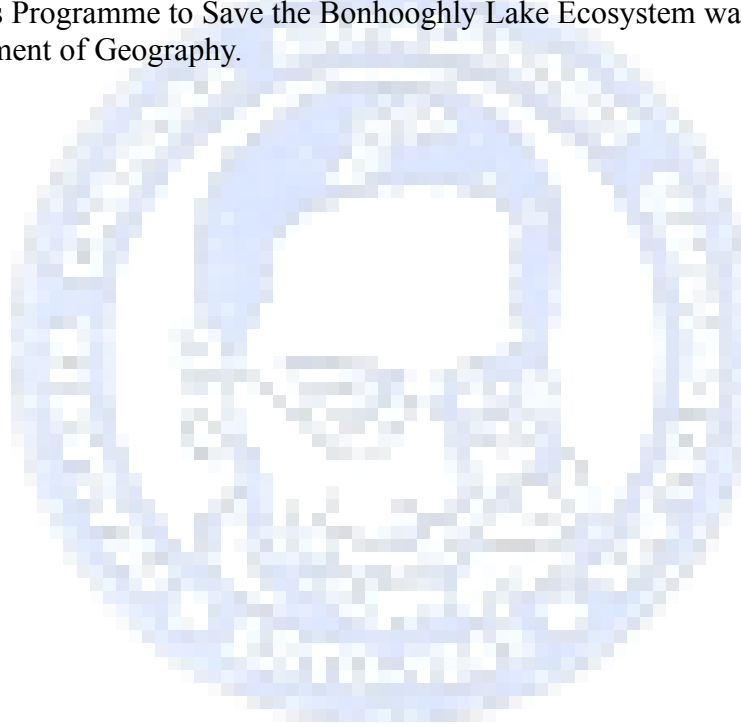
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3. **Sobujer Shondhaney: Promoting a Clean and Green Environment:** This program is aligned with the UN Sustainable Development Goal No 13–Taking urgent action to combat climate change and its impacts. This is designed to promote environmental awareness. The main focus of this programme is to preserve the ecological biodiversity of the Bonhooghly lake area. Tree Plantation Drives, Plantation of Medicinal Plants and Herbs, Maintaining a Green Zone, Cleanliness of the Campus and Its Immediate Surroundings, Waste Management; Solar Energy Use; Rain Water Harvesting are some of the activities organized under the aegis of this programme. Some of the activities under this program are:
- a) Tree Plantation Drive: The department of Geography and Internal Quality Assurance Cell of Prasanta Chandra Mahalanobis Mahavidyalaya jointly organized a tree plantation programme surrounding the college campus area to celebrate World Environment Day.
  - b) An Awareness Programme to Save the Bonhooghly Lake Ecosystem was organized by the students of the Department of Geography.



  
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## Shobujer Shondhaney Initiatives

**Sobujer Shondhaney: Promoting a Clean and Green Environment**

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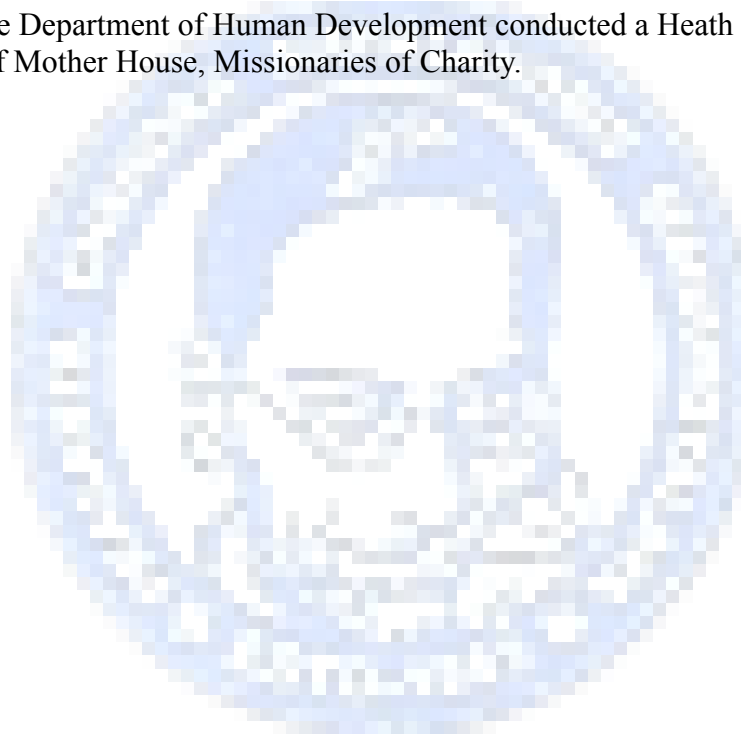
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4. **Upashom: A Health and Hygiene Outreach Program:** This is aligned with the UN Sustainable Developmental Goal No 3–Promoting good health and well being by ensuring healthy lives and promoting well being for all ages. This is designed to promote health and hygiene awareness in the community. This outreach program focuses on awareness about lifestyle diseases and vector-borne diseases, menstrual and reproductive health and hygiene. Some of the activities conducted under this program are:
- a) The Gender Equity Cell of Prasanta Chandra Mahalanobis Mahavidyalaya, Kolkata organized a Health and Hygiene Workshop: স্বাস্থ্যই সম্পদ (Health is Wealth) at Janakalyan Samiti in collaboration with Madhabilata: The Fight For Her Justice. The workshop was conducted by students of the college to spread awareness about Health and Hygiene among children of sex workers.
  - b) Students of the Department of Human Development conducted a Health and Hygiene Workshop with the children of Mother House, Missionaries of Charity.



  
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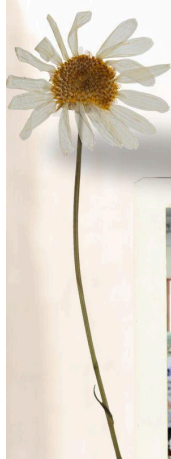
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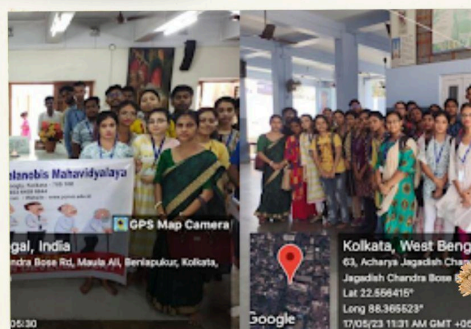
## Uposhom Initiatives

Activities at  
Janakalyan  
Samiti and  
Mother House



Kolkata, West Bengal, India

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Long 88.362177°  
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Kolkata, West Bengal, India  
63, Acharya Jagadish Chandra  
Bose Rd, Maule Ali, Beliapurkar, Kolkata,  
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**Upashom: A Health and Hygiene Outreach Program**

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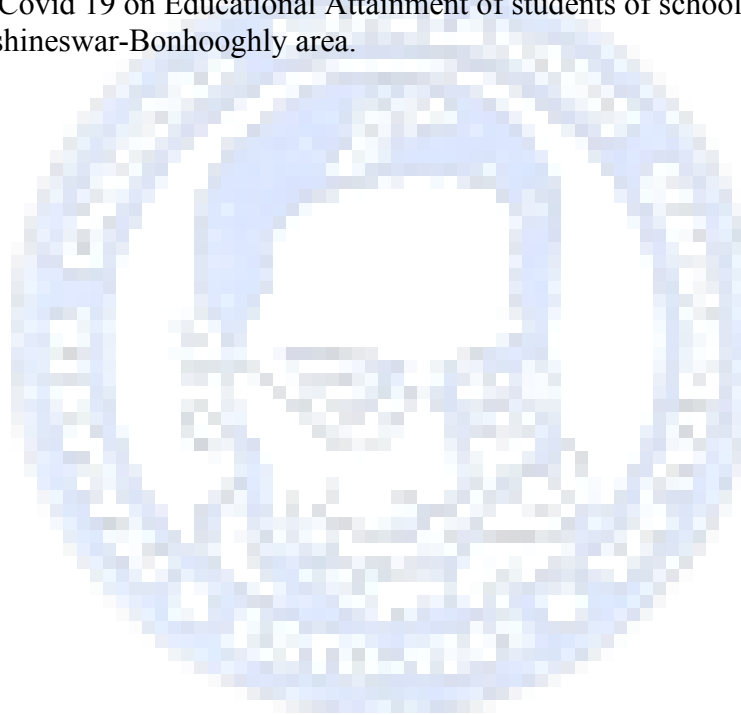
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**5. Know Your Neighbour: A Community Mapping Program:** This is designed to conduct surveys in the community to know more about their health status, living conditions, educational attainment and even the impact of the pandemic on educational attainment. The aim of this program is to conduct community mapping and identify areas of concern that will guide us in planning community need based extension activities in the future. Some of the activities conducted under this program are:

- a) Survey at ICDS Centre: Socio economic status survey by use of questionnaires , anthropometric assessment by equipments, clinical assessment by ICMR questionnaire ,diet survey by questionnaire , immunization status assessment of children aged <5 yrs, demonstration by students for nutritional awareness of different clinical conditions using posters/charts/models were done in the field survey.
- b) Survey conducted by students of the Departments of English, Sociology and Mathematics to Study the Impact of Covid 19 on Educational Attainment of students of schools and colleges of Baranagar-Noapara-Dakshineswar-Bonhooghly area.



  
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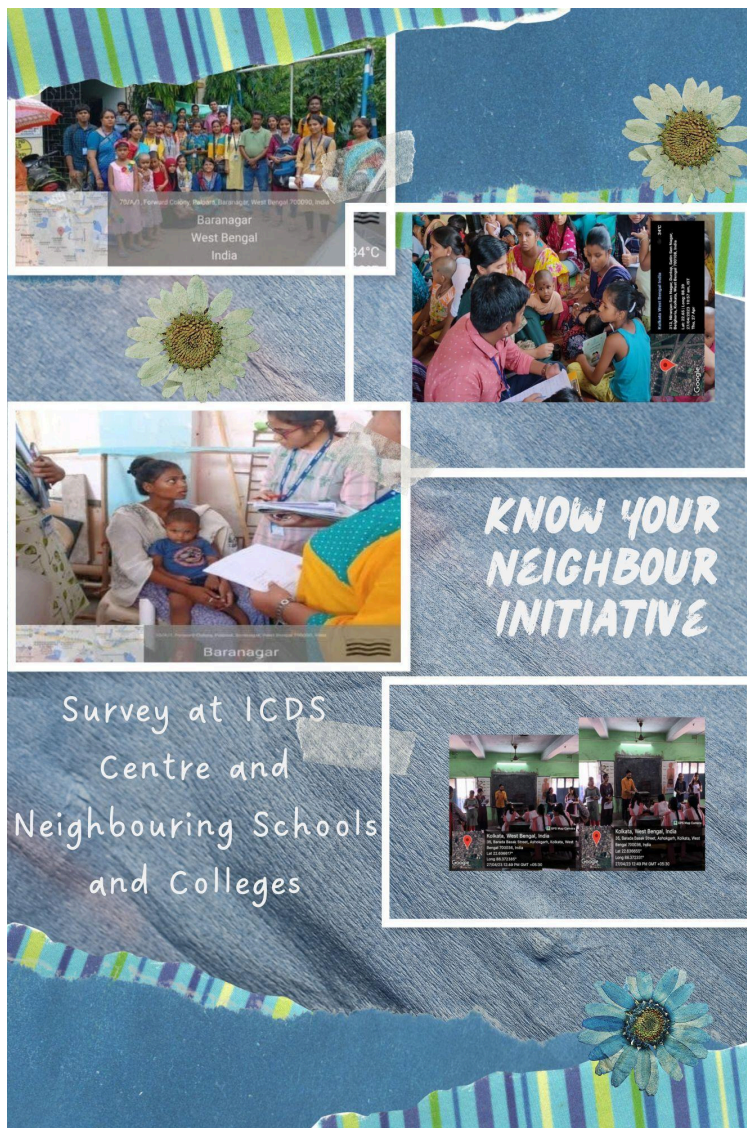


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## Know Your Neighbour: A Community Mapping Program

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## 6. Extension and outreach programs conducted by the institution through NSS with involvement of community during the last five years.

| YEAR   | 2018 -2019 | 2019-2020 | 2020-2021 | 2021-2022 | 2022-2023 |
|--------|------------|-----------|-----------|-----------|-----------|
| NUMBER | 09         | 05        | 04        | 10        | 20        |

NSS Unit of Prasanta Chandra Mahalanobis Mahavidyalaya has successfully collaborated with 16 different NGOs and Government organizations to conduct its various activities for the last 5 years. Some collaborations were event based (like **Daya Foundation** for Health Care Camp, Yoga Competition for Local Community with **Swarnayoga Yoga Centre**, Cancer Prevention Awareness Programme with **Sanjivani: Life Beyond Cancer**, Awareness Programme on Gender Equality with **Shobar Poth**, **Shantineer** for Extension Activity at Oldage Home, Blood Donation Camp with **College of Medicine and Sagore Dutta Hospital**, Distribution of Education Kit with **Dakshineswar Ramkrishna Sangha**, **Adyapith School**, HIV/AIDS Awareness Programme with **Kolkata Network for HIV Positive**, Breast Cancer Awareness Workshop with **Hitaishini**, Vaccination Drive with **Department of Higher Education of West Bengal** and Global Accessibility Awareness Workshop with **National Institute for the Empowerment of Persons with Intellectual Disabilities**) while other activities like Dengue Awareness with **Baranagar Municipality** continued over a prolonged period of time. Clothes Distribution and Donation Drive, Say No to Spitting in Public Places, Food Distribution Drive, Sanitization of Campus were some other activities done in collaboration with **Baranagar Municipality**. Activities in collaboration with **Baranagar Ichhey Udaan** like Drive for Plastic Free Campus and Green Zone Cleaning Campaign; activities with **MSME-Testing Centre, Kolkata** like Swachhata, Child Rights and Vigilance Awareness Workshop and Week-Long Cleanliness Drive; activities with **Madhabilata: Fight for Her Justice** like Outreach Activity: Distribution of Stationery and Health and Hygiene Workshop and Environmental Awareness Walk with **Purbasha Eco Helpline** were collaborations that were based on “Memorandum of Understanding”(MoU) being signed by the NGO and The College during the session 2018 – 2023 and presently also in active state. The objectives of NSS Unit are operationalised through **SPECIAL CAMP ACTIVITIES** which will be conducted in the forthcoming academic year of 2023-2024. The NSS organized mainly 4 categories of activities which were

- Health Awareness generation (including AIDS)
- Literacy promotional activities for the socio-economically marginalised section of the society

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- Environmental awareness, Swaachta or cleanliness promotion
- Socio-economic equality promotion

The detailed report of NSS activities is available here:  
[https://pcomm.in/naac\\_dvv/assets/naac\\_document/3\\_4\\_3\\_Detailed\\_Report\\_SSR\\_PCMM\\_FINAL\\_docx\\_DSC.pdf](https://pcomm.in/naac_dvv/assets/naac_document/3_4_3_Detailed_Report_SSR_PCMM_FINAL_docx_DSC.pdf)

**Outcome of the Extension Activities:** Inculcating a sense of social responsibility, personality development as well as promoting awareness about social issues.

1. **Outcome of Utkorsho: An Educational Outreach Program:** provided the vital scope for our students from different disciplines to participate as resource persons in the grooming process of young primary school students. They learnt the methods of preparing proper teaching aids while taking the classes. Response of the children of the schools in every session to learn was overwhelming. These special classes helped them to learn essential skills such as guidance, management, teamwork, leadership, and communication.
2. **Outcome of Sporsho: Extending a Helping Hand To Vulnerable Members of the Community:** students developed an empathetic outlook and gained knowledge about different societal problems, recognized their probable solutions, necessary precautions and even helped spread awareness. The activities promoted the ability to perceive and comprehend the value of giving back to society and cultivate compassion for the needy and deprived members of the community.
3. **Outcome of Sobujer Shondhaney: Promoting a Clean and Green Environment:** students became more aware of the global environmental crisis, they learnt to value the biodiversity of the neighbouring Bonhooghly Lake. Students learnt skills such as community mobilization through interaction and started taking responsibility to keep their campus and its surrounding clean and green.
4. **Outcome of Upashom: A Health and Hygiene Outreach Program:** students were sensitized about hygiene and sanitation. They developed effective communication skills through their regular interaction with the neighbouring community. Students also became aware of the health needs of certain segments of the population like women, children, the elderly and other marginalized groups.
5. **Outcome of Know Your Neighbour: A Community Mapping Program:** this enables the students develop strong bonds with the community members. It also teaches the students how to plan extension activities keeping the needs of the concerned community in mind. Students are also made aware of the obstacles that they may need to overcome in order to successfully carry out an extension activity.
6. **Outcome of NSS Activities:** The outcome of NSS activities conducted is mainly reflected through the

  
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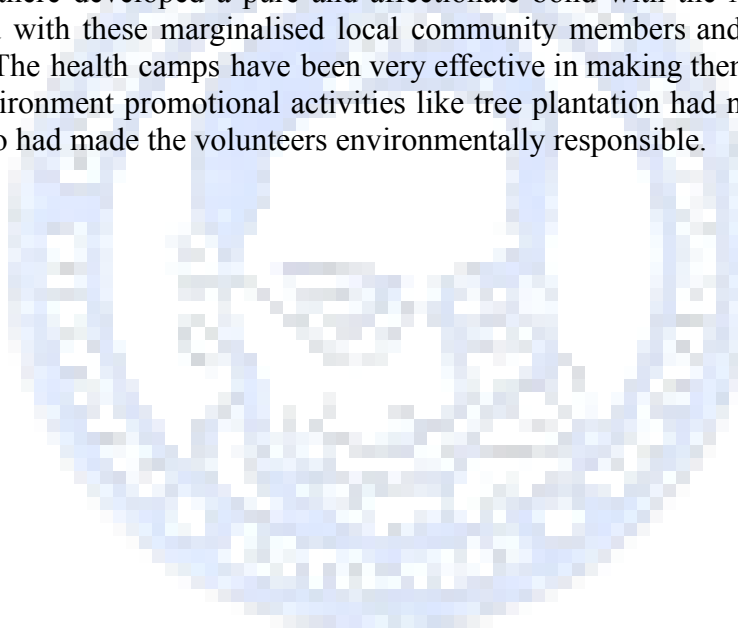
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feedback received from the collaborators in written form after completion of all the activities of the session 2022\_2023 and also through verbal interaction with the beneficiaries of the event. **100%** of stakeholders from responded that the **literacy promotional activities** conducted by NSS Unit was **very effective** and those socio-economically under-privileged children were motivated to learn more to supplement their academics. **100%** of stakeholders responded that that **health awareness promotional activities** like thalassemia awareness camp, HIV/AIDS awareness camp, dengue awareness camp was very effective for the marginalized sections of the local community, and they became consious about blood related disease, importance to test before marriage to prevent thalassemia. **100% stake holders** are of the opinion that **environmental awareness activities** have not only boosted awareness about cleanliness and hygiene but have also brought to the forefront environmental concerns like preservation of biodiversity. **100% of the stakeholders** from believed that socio-economic equality promotional activities like care for elders, orphans and marginalized sections of the society was very mutually inclusive and effective events conducted by NSS Unit as through this there developed a pure and affectionate bond with the NSS Volunteers who regularly visited and interacted with these marginalised local community members and tried to address their various needs and demands. The health camps have been very effective in making them aware about their health and healthy lifestyle. Environment promotional activities like tree plantation had not only uplifted the ambience of the campus but also had made the volunteers environmentally responsible.



  
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