



D.Y.Patil University in alignment with its vision and mission of serving the country and human community at large organizes various awareness campaigns and donation drives with the human resource available within its ambit. To expand and elevate the knowledge through practice, the university indulges in a plethora of social activities to benefit the local population.

### **Objectives of the practice:**

- To impart skills and knowledge through free education and study material to the financially downtrodden children.
- To make them aware about the basic concepts of hygiene and cleanliness habits, hygiene and sanitation.
- To create awareness through various campaigns on pressing issues and develop potential erroneous beliefs on drugs.
- To impart practical knowledge of basic legal rights even to the common man of the nation and enable them to face the challenges in real life situations.
- To imbibe social responsibility and patriotism amongst the students and motivate the students to adopt the culture of sacrifice in life by making them donate voluntarily things and services for the welfare of the society.

### **Adoption of a Village**

D.Y.Patil University has adopted a village Nere, Panvel , which is a pioneering initiative. The village has been adopted and continuous support is extended and the university facilitates the requisite infrastructure and teaching resource for the betterment of the children, who are at the bottom of the pyramid to have a similar opportunities to grow as those of the others. Through this philanthropic activity the university extends a holistic support to the village in its development and growth.

### **Free education:**

Gift of education, is considered to be the most precious gift that a human being can offer. The 'Globe Club' of the university conducts 'Shiksha Daan' activity in 'Akhil Bhartiya Mahila Ashram' Besides adopting a village, the students of D.Y.Patil University volunteer themselves to educate and provide equal opportunity to the economically backward and needy children residing in the slum areas in and around the city of Navi Mumbai. The activity is conducted on first three Saturdays of every month on a regular basis , with a view to create awareness among the less privileged children on issues related to health, environmental issues, education etc.

A handwritten signature in blue ink, likely of the Vice Chancellor.



## Facilitate basic amenities

In an attempt to reach out to the poor and needy people residing in the slum areas of Navi Mumbai city, the management proffers basic needs like food and clothing regularly. The management in association with D.Y.Patil Hospitality distributes food to the nearby orphanage and particularly during COVID-19 pandemic took care of 500 needy people in Navi Mumbai daily by distributing food and continued it till the lockdown was lifted. Not only the management but all students are service oriented and this is reflected in 'Ek Kapada Daan' activity, in association with Gunjan NGO which they collect old and unused clothes from the students and staff members and distribute it to the deprived people. Blanket donation drive is another act of generosity done by the management to protect the underprivileged people from the harsh winters.

## Awareness campaigns

Awareness Campaign is another sustained effort of the University to educate the public and create awareness in them on a range of issues.

Legal Awareness Camps – We believe that law should not be limited only to the books and the people of law, but should reach event to the last common man. To achieve this objective the university organises Legal Aid Camp every year on topics

including laws of common man, general issues, drafting of FIR, laws relating to land, women welfare, children, Rights and the system of running the Grass root bodies. They are witnessed by hon'ble judges of High Court, District court, members of legislative assembly, Block pramukhs, District Panchayat Raj officers and Chief Development officers etc.

Campaign against Drug Abuse & Cancer awareness programs – The University organises workshops and panel discussions. The awareness campaigns include, 'Traffic Awareness Campaign', 'Vigilance Awareness against Corruption', 'Cleanliness Drive', 'Dengue Awareness Campaign', 'save the strays', are a few to mention.

## Blood donation campaigns

To create an exemplary practice in the interest of local population of the state of Maharashtra D.Y.Patil University, organises Blood Donation Camps. Blood the fluid of life is RED regardless of race caste or creed and is an essential element for human being with no substitute. Every year Mega Blood Donation Camp is organized at D.Y.Patil University.



*S. Patil*

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## Goonj

D Y Patil Deemed to be University School of Hospitality & Tourism Studies with association with Goonj Foundation organized a cloth collection camp for the underprivileged people in the society.

Goonj envisions to grow as an idea across regions, economies and countries using urban discard as a tool to alleviate poverty and enhance the dignity of the underprivileged people of the world.

Address basic but neglected issues of the poor by involving them in evolving their own solutions with dignity and urban material as reward.

We aim to recognize and value the potential of local resources and traditional wisdom of people.

Our focus is concentrated on the receiver's dignity instead of the donor's pride. We promote a circular economy by ensuring maximum use of each material.

We value collaborative efforts with partner organizations to increase effectiveness and scale.

Goonj views every entity as an equal stakeholder in the process of development rather than observing hierarchical relationships.

In the race of development, we all are too focused on machines i.e. the big and known issues, ignoring the needles- the most important basic needs.

### Our Design and Strategy Principles

- Building and maintaining a connection of empathy, dignity and valuing between the issues of the poor and the rich.
- Leveraging and empowering already available resources, wisdom, time, skills and efforts of people.
- Approaching complex and interwoven challenges of poverty and discard in a human-centered and community driven way.
- Equipping end users in cities and villages to thrive and evolve sustainably.
- Listening deeply to our rural communities with humility, treating people with dignity and respect.
- Working alongside. We facilitate, nudge and empower our partners and communities environmentally and socially to infuse new life and vitality into their communities.
- Being responsive. We are constantly learning, incorporating and addressing from the reality of changing communities, contexts and Evolving deepening relationships
- Solutions with, not for the communities we work with.
- Rooting Ideas in Community. Our on-ground strategies are built from the context, cultures, knowledge, wisdom, resources, needs, and aspirations of the rural communities we work with.
- Principles Driven. Our reflection, decision-making and action, in the face of complexity and uncertainty is driven by our guiding principles.



## Values:

- To recognize and value the potential of local resources and traditional wisdom of people.
- To focus on the receiver's dignity instead of the donor's pride.
- To promote a circular economy by ensuring maximum use of each material.
- To collaborate with partner organizations to increase effectiveness and scale.
- To view every entity as an equal stakeholder in the process of development rather than observing hierarchical relationships.
- In the race of development, we all are too focused on machines i.e., the big, known issues, ignoring the needles- the most important basic needs.



## Extension – Social Outreach

- Organization of urban and rural health care services, 641 diagnostic health camps and camps for the labour force and for senior citizens and 154 blood collection drives.
- Participation in National Health Programs such as Pulse-Polio Immunization, Tuberculosis Control Program and Leprosy Eradication Program.
- Adoption of villages for providing diagnostic services and effective health care.
- All types of sophisticated investigations such as MRI, CT Scan, Mammography, Colour Doppler, Ultrasonography, 2D Echo, Special Procedures, e.g. Dialysis, Endoscopy, Colposcopy, Lithotripsy, EEG, NCV, etc. are carried out free of cost for indoor patients.
- School Health Survey
- Nutritional Assessment Survey
- Baby Friendly Clinic

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## Social Outreach-Health Care during 2009-2012

- Free health check up camps have been conducted for some social groups that are especially vulnerable to health problems such as traffic policemen, rickshaw drivers, stone quarry workers, street children, Anganwadi children, etc.
- The commonest killer infectious diseases being of the respiratory system, we are conducting an anti-spitting campaign for few years. The activities include road shows, newspaper articles, poster competitions, quiz, and health education.
- Free counseling and services are offered for TB patients, asthma patients, HIV patients, geriatric patients, teenagers to address their specific issues.
- A MOU has been signed with International Longevity Centre-India (ILC-I) for various activities of Senior Citizens. Which includes a workshop on "Planning for Retirement", to address the emerging challenge of the 21st century, namely the Longevity Revolution.
- The staff members of the nursing college in collaboration with Tata Motors conducts training of Village Health Guide for three months. The course included basic health needs along with first-aid treatment and care of antenatal and postnatal mothers and newborns.

## Comparison:

Sr.no	Up to 2009	From Aug. 2009 to Till Date
1	917 Diagnostic Health Camps Organized	641 Diagnostic Health Camps Organized
2	188 blood collection drives	154 Diagnostic Health Camps Organized
3	Medical facilities and treatment were provided at minimal prices.	Free medical facilities and treatment amounting to about 3 crores annually is provided by the University,.