



BEST PRACTICE I

TITLE OF THE PRACTICE:

VILLAGE ADOPTION PROGRAMME

(Gramodharanam Kalalayavidyarthikaliloode)

SNM College, Maliankara is located in the village of Maliankara with its vast population belonging to the socially and economically backward classes. The Village Adoption Programme, a heartfelt initiative undertaken by SNM College, Maliankara as part of its commitment to foster community development and sustainable growth, as the institution firmly believes in extending its educational prowess beyond the classroom walls to create a positive and lasting impact on the society. The programme was initiated as a proactive response to address multifaceted societal and environmental challenges while embracing the principles of the Sustainable Development Goals (SDGs) set forth by the United Nations. The programme sought to promote sustainable development, inclusivity, and socio-economic progress within the adopted village, the wards I and II of Vadakkekara Grama Panchayat.

The programme was strategically designed to align with the Sustainable Development Goals (SDGs). The initiative aimed to foster sustainable development within the adopted village, addressing a range of critical global challenges in line with the SDGs.

THE OBJECTIVE:

Aligning the village adoption programme with the United Nations Sustainable Development Goals (SDGs) demonstrates a commitment to addressing global challenges and promoting sustainable development. The Programme aims to collaborate with and support the adopted village to uplift its residents through education, healthcare, skill development, and overall well-being. By forging a strong bond with the community, the college seeks to empower and equip the villagers to lead better lives and contribute meaningfully to society. The programme also helps to equip and familiarize the students and faculty with the socio-economic dimensions of the rural community and to make the students more socially responsible. It is the obligation of



every institution to upbringing their students by giving them a chance to experience the reality of the society. Being a part of this programme, students will get an insight into the real world and the issues confronted by the common people which will make them more responsible citizens in future.

The objectives of the Village Adoption Programme aim to integrate the principles of sustainable development, ensuring that the programme contributes to the achievement of the SDGs and promotes a more sustainable and equitable future.

THE CONTEXT

The higher education institutions in India are mostly involved in teaching and research but rarely in community engagement. 'Village Adoption' can be one of the ways for institutions of higher learning to have regular development engagement with rural communities. The college initiated this programme to develop the village through the students. This programme aims at taking students from the classroom to the real world outside. In the modern world, where students are getting more and more self-centered, it is really a challenge to drive the younger generations towards community service.

THE PRACTICE

□ METHODOLOGY

The programme was structured through a participatory and consultative approach, involving collaboration with the Vadakkekara Grama Panchayat (the local self-government), community representatives, and various stakeholders. A need assessment was conducted to identify key areas of intervention and opportunities for sustainable development.

□ VILLAGE SELECTION AND ENGAGEMENT

The selection of the adopted village involved careful consideration of socio-economic indicators, vulnerability, and willingness of the community to engage in the programme. Thus, Wards I and II of Vadakkekara Grama Panchayat were selected for the programme.



considering all the factors. An inclusive engagement process was implemented to foster ownership and active involvement of the community throughout the programme.

□ **ALIGNMENT WITH SDGS**

The Village Adoption Programme was strategically mapped to the 17 SDGs to ensure comprehensive coverage and meaningful impact. Key 11 SDGs addressed include:

- SDG 1 NO POVERTY
- SDG 2 ZERO HUNGER
- SDG 3 GOOD HEALTH AND WELL BEING
- SDG 4 QUALITY EDUCATION
- SDG 5 GENDER EQUALITY
- SDG 6 CLEAN WATER AND SANITATION
- SDG 7 AFFORDABLE AND CLEAN ENERGY
- SDG 8 DECENT WORK AND ECONOMIC GROWTH
- SDG 13 CLIMATE ACTION
- SDG 14 LIFE BELOW WATER
- SDG 17 PARTNERSHIP FOR THE GOALS

□ **IMPLEMENTATION**

The programme encompassed a multidimensional approach focusing on capacity building, education, healthcare, women empowerment, sustainable agricultural practices and community engagement. A phased implementation plan was followed to achieve tangible outcomes and ensure sustainability.

As an initial step, the IQAC team of the college invited the President, members and officials of the Vadakkekara panchayat along with the Agricultural officer to the college for a joint meeting on 21 November 2019. The Principal, Management Representatives, HoDs and conveners of various cells and clubs also attended the meeting. The Village adoption project was discussed in detail and the final plan was decided. A meeting with CDS Chairperson of the Panchayat and Kudumbasree members



were convened on 29 November 2019. The programme was launched with the formal inauguration on 18 December 2019 which was a resounding success with mass participation.



□ Village Adoption Programme in Alignment with the SDGs Over the Years...

SDG 1 NO POVERTY and SDG 2 ZERO HUNGER

The NSS unit of the college has initiated a long-term programme to mitigate the hunger of the poor villagers by **distributing food packets in the** adopted village every Wednesday. The food packets are contributed by the students and teachers of the college making it a mass programme with maximum involvement. This initiative has surpassed expectations, substantiating its success in aligning with the Sustainable Development Goal 2, Zero Hunger and leaving a lasting positive imprint on the adopted village.



During the academic year 2021-22, the Staff Welfare Club of the college contributed thousand rupees to the families of fifty Covid 19 victims of the adopted village. The **financial aid** was provided to buy food items as these families were short of food supplies. The Club has also given financial assistance to Mr. Satheeshan, non-teaching staff due to his ill health after an accident in the year 2023.



SDG 3 GOOD HEALTH AND WELL BEING



The Department of Mathematics conducted a **door-to-door campaign** to spread information and raising awareness about various **social welfare schemes** offered by both the State and Central Governments. In addition to this, the campaign also educated villagers about the **Right to Information (RTI) Act** and **the importance of environmental protection**. This effort not only did it provide valuable information to the villagers, but it also offered a significant learning experience for the students who actively participated in the campaign.

The people of the ward were taught to identify the **adulteration in the things** that are a part of their daily lives by the department of Chemistry. The department introduced several methods for detecting adulterants in everyday products. The team also introduced **how to remove harmful substances** like formalin and ammonia from fish, substances known to pose serious health risks and potentially cause cancer in the human body. These initiatives equipped the residents with valuable skills for their daily lives and also contributed to their overall well-being.

The NSS Unit has undertaken so many initiatives for the good health and well-being of the villagers of the adopted ward. During the seven-day camp held in December 2023, a dedicated **campus unit for Palliative Care Maliankara**, underscoring the college's commitment to community welfare and healthcare initiatives. As part of this initiative, the college regularly **donates essential goods and supplies to support the palliative care members** in their compassionate work.



On Palliative Care Day in 2023-24, NSS volunteers of SNM College embarked on a mission in the adopted village, to spend a few hours with paralyzed patients and elderly individuals in their neighborhood who required assistance and companionship. The visit brought smiles to the faces of the patients who were grappling with physical and mental challenges. The volunteers' presence and interactions not only brightened their day but also conveyed a sense of belonging and care. In the year 2021, the volunteers of the Palliative Care unit continued their noble mission of spreading love and care to those in need within the community. As part of this unit's ongoing efforts, they collected essential materials, which then wholeheartedly



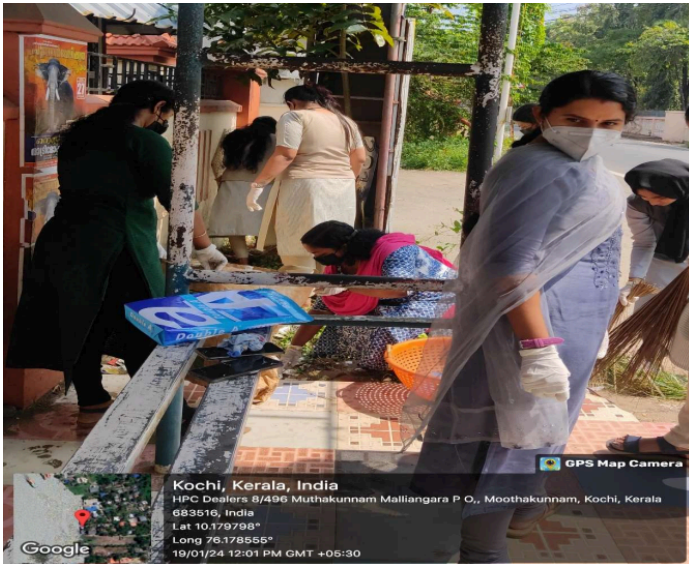
handed over as their "Gift of Love" to bedridden patients.

During the seven day camp of NSS in the academic year 2023-24, "Sneharamam" a project to make greenery in the adopted ward. A garden was built in Chittattukara Grama Panchayat. It was the first garden under the "Sneharamam" initiative (Sneharamam One). As part of the Sneharamam project, a garden constructed outside the college campus with flowering plants and foliage plants collected from the college.



The NSS unit organized a free eye check-up and cataract surgery screening camp for the local community. Around a hundred people participated in the camp. NSS unit of S.N.M. College, Maliankara, in collaboration with The Eye Foundation Super Specialty Hospital, organized a free eye check-up camp. The camp started at 9:00 AM at SNM Public School, Kottuvallykad. The proceedings began with the NSS anthem. NSS Program Officer Dr. V.C. Rashmi welcomed everyone. Block Panchayat President Mr. K.S. Saneesh inaugurated the camp. Camp Coordinator Seema Kavunkal and Dr. Akhil Xavier from The Eye Foundation Hospital delivered speeches. NSS Program Officer Mr. Vipin K.D. offered his best wishes. NSS Volunteer Secretary Pooja Manoj delivered the vote of thanks, concluding the formal proceedings. The eye check-up camp was conducted, ending at 3:00 PM

During the academic year 2020-21, the department of Mathematics shared videos to alert them and help the villagers to navigate the challenges posed by the pandemic.



As a part of the village adoption program, students and teachers of the Department of Statistics cleaned the bus stop near the college on 19/01/2024. The students and teachers were actively involved in the removal of plastic waste from the site and then disposed it with the help of Haritha Karma Sena

Another significant initiative of NSS was the waste management survey of thousands of houses in 19 wards in collaboration with HARITHA KARMA SENA MEMBERS Vadakekkara Gramapanchayath under the leadership of Panchayath Vice President Shri V.S Santhosh, NSS Program Officer Dr V.C Resmi and Shri Vipin K.D.





NSS volunteers honored doctors on National Doctors' Day, July 1st, at Moothakunnam Hospital. The event began under the leadership of NSS Program Officer Dr. V.C. Resmi, with NSS Secretary Meenakshi Sunish, NSS Leaders Nandana and Ajay, and other NSS volunteers in attendance. Dr. Seená, Chief Medical Officer and NSS Program Officer, spoke a few words during the meeting. The doctors at Moothakunnam Hospital were then felicitated with garlands and roses. Greeting cards made by NSS volunteers were presented to the doctors as a mark of respect





SDG 4 QUALITY EDUCATION

The Department of English initiated a program called "**English in Daily Life**" as part of the village adoption program, with a primary focus on **enhancing the English language proficiency of Kudumbasree members**. This program went beyond traditional language learning by providing practical knowledge related to mobile device usage. With the help of technology, the students engaged the classes. The program aimed to equip the Kudumbasree with the necessary English language skills to help their daily lives more confidently. We think that, this proficiency not only benefited the Kudumbasree members themselves but also empowered them to pass on these skills to their children, thereby fostering a valuable generational impact.

In 2020, during the pandemic time, The students of the Department of English prepared and shared videos on the basics of English, like parts of speech to the Kudumbasree members. The Department continued to share videos on the basics of English with the children of the Kudumbasree members which was a boon to them as physical classes were not resumed then.

The village adoption programme of the department of English for the academic year 2022- 23 was initiated with the objective to boost the communication skills and to teach English grammar to make the children functional in English so that they could cope with the demands of the global world.





The village Adoption Programme related to National Reading Day Celebration organized by the Malayalam Department of SNM College Maliankara for SNM LPS students is a comprehensive event aimed at promoting reading, language awareness, and community engagement. The Malayalam Department of SNM College Maliankara coordinates with SNM LPS (Lower Primary School) and the local community to organize the event



On reading day various programmes were held at both at the adopted school and at the college. A book review event was held at the college on Reading Day, June 19th, 2023. NSS Program Officer Dr. Resmi V.C., Shri Vipin K. D., NSS Secretary Meenakshi Sunish, Sethu Lakshmi V.U., Sreelakshmi V.P., and other NSS leaders and volunteers participated in the event. The program began at 2 p.m. The Program Officer highlighted the importance of Reading Day. Following this, the NSS volunteers shared summaries of the books they had read with the other attendees.





SDG 5 GENDER EQUALITY

The Department of Chemistry conducted a **Workshop on Soap making** for the women of the adopted village so that they could make soap for their household use and sell it to generate income.

On 02/03/2022, the department of Commerce conducted a seminar on “**Investment Awareness on Post Office Savings**” for the Kudumbashree members to encourage them to make small investments and thereby secure their future.

SDG 6 CLEAN WATER AND SANITATION

As a part of this village project, teachers and students of the department of Chemistry visited the ward no. 1&2 of Vadakekkara Panchayath and collected samples of drinking water from different sources. The objective was to **assess the quality and purity of drinking water from various sources, with a particular focus on detecting the presence of e-coli bacteria, measuring pH levels, evaluating water hardness, and identifying any potential poisonous substances.** While a significant portion of the community relied on household water connections for their daily needs, some residents still depended on wells and ponds as their primary water sources. Fortunately, after thorough analysis of the collected water samples, it was determined that all the sources met the necessary quality standards, reassuring the community about the safety of their drinking water.

To create awareness about the importance of cleanliness of surroundings among villagers, thereby to reduce the transmission of diseases in ward 1 &2, the department of Physics conducted the “**Cleaning the Surroundings Programme**” in the adopted village. The programme was conducted successfully by the students and it was highly beneficial for the adopted village. The event created awareness not only among villagers but also among the students about the needs and benefits of cleaning for a healthy and happy life.



SDG 7 AFFORDABLE AND CLEAN ENERGY

Energy conservation measures in the college was coordinated by **Energy Conservation Club– Student Chapter**, a dedicated group of students and staff committed to raising awareness and instilling a culture of energy efficiency on our campus.

Energy conservation club- students chapter and Department of Physics in association with Institution’s Innovation Council, S.N.M College, Maliankara organized an awareness class on energy conservation titled “Sustainable living through energy conservation” on 19th December 2023



Brightening Maliankara: A Step Towards Eco-Friendly Lighting

To reduce environmental pollution in our locality, the NSS unit conducted an energy conservation survey in 2019 in Maliankara, our native village. The survey revealed that, most people were using CFL and incandescent lamps, and unfortunately, many of these expired lamps were being improperly disposed of in nearby streets and other places. This improper disposal was leading to contamination of the atmosphere, causing harm to the environment. NSS unit took the initiative to raise awareness among the community about the environmental impact of discarding used CFL lamps in public spaces. NSS and the Department of Physics



jointly organized a **workshop called "Make Your Own LED"** at our college, inviting both students and local residents to participate. The resource person, Mr. Sabir, operator engineer, KSEB, Malappuram handled the training session. The workshop empowered our volunteers and participants to create more than 200 LED bulbs. These LED bulbs were then made available to the community at an affordable price, making it easier for everyone to switch to a more environmentally friendly lighting option.

In 2023, UG students of the Department of Physics has **distributed LED bulbs and paper bags** to all members of Ward 1 & Ward II of the adopted village. LED bulbs that were distributed were assembled by the students themselves during LED bulb making workshop that was conducted as part of energy conservation club activity in collaboration with NSS unit of SNM college, Maliankara. They also described to the members about the merits of using LED bulbs and the various ways of reducing power consumption. They have also made paper bags and have distributed the same to all nearby shops

SDG 13 CLIMATE ACTION SDG 14

LIFE BELOW WATER

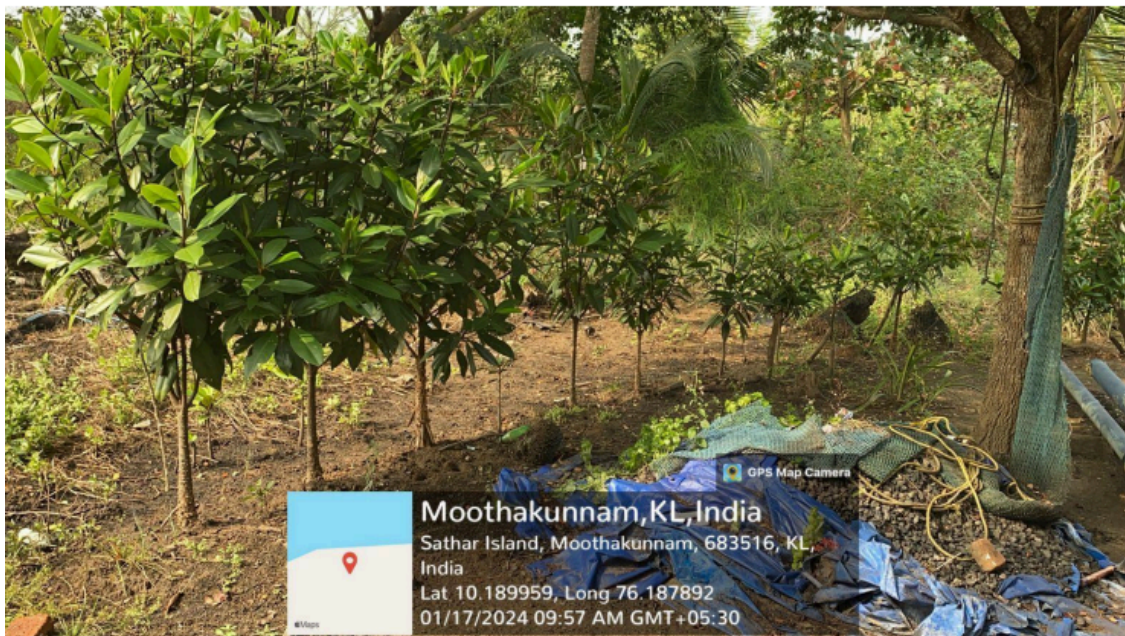
Mangroves host the most diverse, beautiful, and resource-abundant ecosystems in the world. However, the rise in deforestation and the looming danger of sea-level rise have threatened the mangroves habitat, putting the area's biodiversity as well as local communities at risk. Mangrove forests are able to store up to four times more than other tropical forests. Cutting down mangroves will only result in a mass release of carbon into the atmosphere. Mangrove ecosystems are home to a myriad of species from marine life (fish, crab, shellfish, sea turtle, etc) to birds. The habitat serves as a nesting, breeding, and nursing ground for the plethora of local wildlife. Mangroves improve and maintain local water quality. The trees protect the coastlines from severe weather events as well as slow down erosion. The mangrove forests hold a variety of resources ranging from leaves used in tea and livestock feed to plant extracts used as medicine. So, the protection and restoration mangroves are crucial in the coastal belt which made the department of Botany to initiate mangrove planting and preservation as part of the village adoption programme. Even though they have been doing this from 2016, the programme gave a new direction to it.

Mangrove Planting: The launch of the activities of the department of Botany in connection with the Village adoption was done on 17th January 2024. The main objectives and plan of action was to identify areas with mangroves and spread awareness on the importance of

mangrove vegetation. On second stage, planting of mangrove saplings was done as a perspective of conservation. The team from Botany conducted the programme at Sathar Island and nearby areas in ward 1 and 2. The planting of mangrove saplings were also done. Continuous monitoring in the planted areas was done even during the pandemic years.

MS Swaminathan Research Foundation, Wayand, is organising several community related development programmes especially, on sustainable mangrove ecosystem development with the CSR Funding by HDFC Bank Parivarthan. Our department played a vital role in this programme by providing the service of Dr. MG Sanilkumar, as a resource person. There were 48 UP and HS students of HDPY school participated in this programme. Dr. Sanilkumar conducted a presentation on how mangrove ecosystems are vital for us. Dr. Prajish Paramaeswaran, Senior Scientist of MSSRF was the moderator of this programme. Sri. Murukesan, Mangrove conservationist, Sri. Manoj of Grassroute (An NGO, working in the filed of sustainable development of natural ecosystems, Vypeen) were also conveyed their messages. A discussion session was there at the end of all talks. The students were enthusiastically intervened in between and showed their commitment towards environment protection.

Every year the students and teachers have been visiting this area to plant new saplings of mangroves. As the survival rate of new saplings are dependent upon the prevailing conditions, the department plants it every year. Field trips were conducted to ensure the survival rate of new saplings.



AUTOMATIC WEATHER STATION

The Advanced Centre for Atmospheric Radar Research, Cochin University of Science and Technology under the funding of Ministry of Earth Sciences, Govt of India has installed an Automatic Weather Station (AWS) in the campus upon an MoU signed between CUSAT and SNM College, Maliankara. The AWS measures the precise weather conditions of the coastal areas, with the exact calculation of the wind speed, amount of rainfall received and other weather deviations of the area. The equipment functions with solar energy and transfers the data directly from the sensor connected to the AWS to the Radar Research Centre, CUSAT. The students could utilize the data for their research purpose.



The adopted village was badly affected by the Kerala flood in 2018 as they were not alerted in time. This AWS benefits the village as it monitors the weather condition which is a boon to the villagers.



Other Environmental Initiatives Towards Green and Clean Village

The students of the department of Zoology had collected plastic wastes from the adopted wards and gave it to the recycling unit at Chendamangalam, North Paravur. This programme helped to remove plastic wastes in an ecofriendly manner.

In collaboration with the Vadakkekara Grama Panchayath, Haritha Kama Sena of NSS and NCC volunteers enthusiastically joined the **Green Protocol campaign** as part of Moothakunnam Temple Festival in 2020. To raise public awareness about the negative consequences of single-use plastic bags, NSS Unit **crafted around five hundreds of eco-friendly newspaper bags**. And then **distributed these alternatives to local shopkeepers at Moothakunnam**, offering a practical solution to the problem of plastic waste. From the time onwards, Haritha Kama Sena of NSS unit regularly doing **the Green Protocol cleaning program at Moothakunnam Temple** during the temple festival, with a special emphasis on ensuring the temple and its surroundings were completely free from plastic waste.

In connection with the village adoption programme, the activity organized by the department of zoology was the distribution of Cloth bags in ward I & II. This programme helped to promote the use of cloth bags instead of plastic bags.



An **Awareness Class on Environment Protection** was organized by the Department of Mathematics for the students of SNMLP School Maliyankara in March 2023. The session covered a wide range of subjects, including the significance of reducing plastic production, proper disposal of plastic, waste segregation, water pollution, water conservation, drought prevention, protection of plants and trees, ensuring future survival, and maintaining cleanliness in school and home surroundings.

SDG 17 PARTNERSHIP FOR THE GOALS

A successful sustainable development agenda requires partnerships between governments, the private sector and civil society. These inclusive partnerships built upon principles and values, a shared vision, and shared goals that place people and the planet at the centre. The various cells and departments of the college collaborated with the local self-government, The Advanced Centre for Atmospheric Radar Research, CUSAT, Krishibhavan, Postal department, Rotary Club etc to successfully implement the village adoption programme over the years.

EVIDENCE OF SUCCESS

The village adoption programme, guided by the principles of the SDGs, has demonstrated significant progress and measurable impact in multiple key areas. The consistent positive feedback from community members, combined with the demonstrated improvements in key



aspects of their lives, underscores the success of the village adoption programme in adhering to the SDGs and bringing about sustainable change. The village adoption programme which aimed at fostering sustainable development and improving the overall quality of life in the adopted village is a success in every way. The success of the programme is evident in the fields of economic development, education, healthcare and overall community well-being. This report substantiates the triumph of our village adoption programme in achieving its intended SDG-aligned objectives, paving the way for a more sustainable and equitable future for the residents of the adopted village.

- Successful flourishing of 35% of the mangrove saplings planted by the department of Botany is the evidence of success of the programme.
- At the time of the Covid 19 pandemic, Protection Kits (PPE Kit), Sanitizer and masks were distributed to ensure the safety of the villagers which was the need of the hour.
- As part of Digital Literacy Mission, so many families gained digital knowledge for which they were very supportive and looking forward for similar sessions.
- The participation of around 200 villagers in the Medical Camp shows its success.
- Various awareness programmes were done for the villagers which benefitted them in multiple ways.
- With the involvement of Haritha Karma Sena of the NSS Unit, Moothakunnam Temple festival could be celebrated following green protocol by maintaining the temple premises plastic free.

PROBLEMS ENCOUNTERED AND RESOURCES REQUIRED

The programme encountered challenges such as resource constraints and varying community expectations especially during the pandemic time. However, valuable lessons were learned, including the importance of local collaboration, adaptive management, and sustained community engagement.



CONCLUSION AND FUTURE DIRECTIONS

This report reflects our commitment to fostering sustainable development through targeted actions and contributing to the global achievement of the 2030 Agenda for Sustainable Development.

A rigorous impact assessment has to be conducted to measure progress against predefined indicators linked to the SDGs. Quantitative and qualitative data have to be collected to analyze improvements in education, healthcare access, economic growth, environmental sustainability, women empowerment and overall community well-being.

The Village Adoption Programme effectively demonstrated the potential of the institution to contribute to the realization of the SDGs at the local level. The positive impact observed in the adopted village motivates the institution to expand this initiative to more communities, forging partnerships and mobilizing resources for a sustainable and inclusive future.

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