



3.4.1 Extension Activities in the Neighbourhood Community for the last Five years:

Year	Nature of the activity	Outcome	Impact and Sensitization
2018-19	Charity in Cash and Kind to Kerala and Coorg Flood Victims	<ul style="list-style-type: none"> Provided relief materials, food, clothing, and financial aid of rupees 60,000 to the flood victims in Kerala and Coorg. 	<ul style="list-style-type: none"> The importance of collective empathy and social responsibility in times of crisis, helping rebuild lives and restore hope in the aftermath of the calamity.
	Creating Awareness on Higher Education in rural areas	<ul style="list-style-type: none"> A seminar on Higher Education and Better prospects was successfully conducted at Government First Grade College, Sringeri on 04.09.2018. 	<ul style="list-style-type: none"> Succeeded in creating awareness among students of rural area with insights into the significance of pursuing higher education and how it can lead to improved career prospects.
	Creation of Fire and Safety Awareness	<ul style="list-style-type: none"> Demonstration on fire and safety in the Campus on 07-09-2018 for students and local community by – Kadri fire station, Mangalore 	<ul style="list-style-type: none"> Acted as a catalyst for building a safety-conscious community, ensuring a safer and more secure living environment for everyone.
	Formation of Hospital Administration Club – ‘Yogakshema’	<ul style="list-style-type: none"> Inauguration of Yogakshema club on 17-09-2018 and promoted a healthy best practice of blood donation every year. 	<ul style="list-style-type: none"> Succeeded in nurturing and developing a positive mind set among the students for donating the blood, which is likely to save numerous lives.

Field Survey in Support of Collaborative Research Project	<ul style="list-style-type: none"> Conducted field investigation for the research project entitled Digital Banking in Rural India in association with Nitte University and the University of Pennsylvania on 01-01-2019. 	<ul style="list-style-type: none"> Exposure to diverse surroundings and methodologies during the survey enabled the students to understand the problems and issues at the community level and also to apply the same during their future career.
Visit to old age homes.	<ul style="list-style-type: none"> 50 students and 5 faculty visited Abhaya Ashraya, Konaje and interacted with the inmates on 16.03.2019 and contributed charity worth rupees 12,000/-. 	<ul style="list-style-type: none"> Succeeded in Fostering empathy, compassion, and a deeper understanding of issues and concerns of old age deprived community.
Voting Awareness Programme	<ul style="list-style-type: none"> Expert Lecture and Demonstration on Electoral Voting was held at Institute on 03-04-2019 	<ul style="list-style-type: none"> Inculcated a deep understanding of electoral process and the importance of voting as a responsible citizen in a democratic system of statehood.
Street Play on Voters Awareness	<ul style="list-style-type: none"> Demonstration of a Street play for public on Voter Awareness campaign in association with SVEEP Committee, Mangalore at Urwa store Bus stop on 15-04-2019 	<ul style="list-style-type: none"> Created a sense of responsibility among citizens, empowering them to exercise their democratic rights and contribute to the overall health of the democratic process.
Orphanage Visit	<ul style="list-style-type: none"> 45 students including faculty visited Bhagini Samaj Orphanage for Children, Mangalore on April 18, 2019. 	<ul style="list-style-type: none"> The experience nurtured a spirit of empathy and solidarity among the participants while leaving a positive impact on the

			lives of the children at the orphanage.
2019-20	Walkathon	<ul style="list-style-type: none"> Participated in WALKATHON organized by A J Group of Institutions in association with Mangalore City Police on World Aids Day 01-12-2019. 	<ul style="list-style-type: none"> It symbolized a shared commitment to creating a more informed and compassionate society.
	Special School Visit	<ul style="list-style-type: none"> 82 students and 3 faculty visited Lions Special School, Surathkal on 07.12.2019 and contributed charity in cash and kind worth rupees 13,638. 	<ul style="list-style-type: none"> Developed a culture of compassion and community service among the participants and establishing a connect with the lives of those in need.
	Creating Awareness on Higher Education in rural areas	<ul style="list-style-type: none"> A seminar on " Higher Education and Better Job opportunities " was successfully conducted at Government First Grade College, Kumta on 10.01.2020. 	<ul style="list-style-type: none"> Emphasized the significance of equitable access to higher education. Degree students of the college were benefited by the seminar.
	Developing Awareness on Higher Education among rural students.	<ul style="list-style-type: none"> A seminar on "Investing in Education: A Pathway to Better Job Opportunities" was successfully conducted at Government First Grade College, Thirthahalli on 11.01.2020. 	<ul style="list-style-type: none"> Succeeded in creating awareness among students of rural area with insights into the significance of pursuing higher education and how it can lead to improved career prospects.
	Advancing Career with Higher Education for rural youth	<ul style="list-style-type: none"> A seminar on "Higher Education and Better Prospects" was successfully conducted at 	<ul style="list-style-type: none"> Developed a positive impact in equipping individuals with the knowledge, skills, and

		Government First Grade College, Koppa on 28.01.2020.	competencies necessary to excel in their chosen careers.
	Higher Education and Better Job opportunities for rural youth	<ul style="list-style-type: none"> • A seminar on "Higher Education and Better Prospects" was conducted at JCBM First Grade College, Sringeri on 28.01.2020. 	<ul style="list-style-type: none"> • Succeeded in creating a positive impact among the students with insights into the significance of pursuing higher education and how it can lead to improved career prospects.
2020-21	Safety First Abhiyan for students and local community	<ul style="list-style-type: none"> • Fire and health safety awareness programme in association with First Neuro Hospital, Mangalore held at institute on 18-3-2021 	Empowered individuals with the knowledge and skills necessary to create a safer and healthier environment, thereby fostering a community that is better equipped to address potential risks.
	COVID Vaccination Drive	<ul style="list-style-type: none"> • COVID Vaccination Drive was organized in jointly by A J Institute of Management and A J Institute of Engineering and Technology in collaboration with District health department, Mangalore in Engineering Campus on 01-07-2021, for students and local community 	<ul style="list-style-type: none"> • The effectiveness of public-private partnerships in tackling health crises and showcased the institutions' commitment to societal well-being. •
2021-22	COVID Vaccination Drive	<ul style="list-style-type: none"> • COVID Vaccination Drive was organized in association with Urban Primary Health Centre, 	<ul style="list-style-type: none"> • Able to drive-home the importance of community engagement and proactive healthcare measures in mitigating

	Mangalore on 01-12-2021	the impact of the pandemic, ultimately paving the way for a safer and healthier society.
Awareness on Human Rights and Gender Equity	<ul style="list-style-type: none"> Sensitising the students on Gender equity on 02-03-2022 	<ul style="list-style-type: none"> Succeeded in creating awareness on human rights and individuals development with a sense of empathy, respect, and responsibility towards one another.
Awareness on Waste Management and Terrace Gardening among General Public	<ul style="list-style-type: none"> Workshop was organised for General Public on the theme Waste Management and Terrace Gardening in Association with Horticultural Department, Govt. of Karnataka Mangalore on 12-03-2022. 	<ul style="list-style-type: none"> Students and 20 households of local community, empowered with eco-friendly practices and sustainable living. Further, extended guidance on setting up and maintaining terrace gardens to encourage urban farming.
Participation in Unnat Bharat Abhiyan (UBA) – A flagship programme of Govt. of India	<ul style="list-style-type: none"> Inauguration of Unnat Bharat Abhiyan by local MLA, on 30-04-2022 with the task of conducting social survey in five villages of Mulki taluk in association with local panchayats. 	<ul style="list-style-type: none"> Aiming at addressing the unique needs of village communities, ensuring the inclusive growth and positive transformation.
UBA House Hold Survey programme	<p>House hold Social surveys were conducted on 5 select villages of Mulki taluk on the following dates-</p> <ul style="list-style-type: none"> Shimanthur Village on 15.05.2022 	<ul style="list-style-type: none"> Expected to resulting in improved infrastructure, enhanced healthcare, quality education facilities and the overall upliftment of the socio-

		<ul style="list-style-type: none"> • Athikaribettu and Kavathar village on 05/06/2022 • Karnire and Kollur village on 06/11/2022 	<p>economic fabric of these villages, while ensuring the hands-on experience for our students during the one-to-one interaction in the village households.</p>
	Blood Donation	<ul style="list-style-type: none"> • Blood donation camp was organised in association with Dept. of Blood bank A J Hospital and research centre Mangalore on 30-07-2022 	<ul style="list-style-type: none"> • Succeeded in developing and nurturing a sense of participation among the students and society by donating the blood, which is likely to save numerous lives.
	Awareness on Higher education and job prospects	<ul style="list-style-type: none"> • A seminar on " Elevate Your Job Prospects through Higher Education " was conducted at Shree Guru Sudhindra College, Bhatkal on 24.08.2022. 	<ul style="list-style-type: none"> • Succeeded in creating a positive impact among the students with insights into the significance of pursuing higher education and how it can lead to improved career prospects.
	Programme on Job Market Competence through Skill Development	<ul style="list-style-type: none"> • A seminar on " Higher Education and Job Market Competence " was successfully conducted at Government First Grade College, Sringeri on 25.08.2022. 	<ul style="list-style-type: none"> • Empowered the students hailing from rural areas with insights on the significance of pursuing higher education, skill development and job prospects.
2022-23	Community Service and Blood Donation	<ul style="list-style-type: none"> • A blood donation camp was successfully organized in association with the Department of Blood Bank at A J Hospital and Research Centre in Mangalore on July 30, 2022. 	<ul style="list-style-type: none"> • Sensitised the students on playing a pivotal role in ensuring a steady supply of blood and underscore the importance of collective efforts in healthcare and community well-being.

<p>Awareness on environmental concern</p>	<ul style="list-style-type: none"> • Awareness programme on the theme Better Environment- Better Tomorrow held at institute on 10-10-2022. 	<ul style="list-style-type: none"> • Inspired the participants to adopt eco-friendly habits and promote environmental stewardship within their spheres of influence.
<p>Beach cleaning drive</p>	<ul style="list-style-type: none"> • Junior JC wing of A J Institute of Management and Community Development Cell jointly organised the Swachh Bharat Abhiyan programme titled “Beach Bliss Plastic Free: Leave Only Footprints, Take Away Trash”. on 11-12-2022 	<ul style="list-style-type: none"> • Developed a positive impact among the students by apprising the significance of collective endeavour to rekindle our commitment to environmental conservation.
<p>Plastic free Abhiyan</p>	<ul style="list-style-type: none"> • Plastic free Abhiyan was organized in association with Athikaribettu Panchayat, Mulki on 7-1-2023, 	<ul style="list-style-type: none"> • Created awareness among students and rural households about the menace of plastic and the need on keeping the surrounding clean and healthy.
<p>Swachh bharat Abhiyan in public place</p>	<ul style="list-style-type: none"> • Swachh bharat Abhiyan was organized in association along with the local community, at Kunjaragiri Mahalingeshwara Shastava Temple surrounding at Athikaribettu, Mulki on 07-01-2023 	<ul style="list-style-type: none"> • Programme has significantly enhanced the cleanliness and hygiene status in the area, fostering a sacred and inviting environment for devotees.
<p>Medical charity and donation of blood</p>	<ul style="list-style-type: none"> • Blood donation camp was organised in association 	<ul style="list-style-type: none"> • Succeeded in creating a sense of pride among the

		with Dept. of Blood bank A J Hospital and research centre Mangalore on 29-04-2023.	students in rescuing lives and contributing to the health and well-being of those in critical need.
Effective management of Water resource	<ul style="list-style-type: none"> • Seminar on ‘Water Management for a Sustainable Future’ was held at Institute on 08-06-2023 	<ul style="list-style-type: none"> • Created a sense of responsibility among the participants in the need based use of water and there by contributing to the water conservation efforts of the society. 	
Swachh campus	<ul style="list-style-type: none"> • Swachh campus Abhiyan was organised in association with the Junior JC wing of the Institute on 09-06-2023 	<ul style="list-style-type: none"> • Sensitized the students in promoting cleanliness in and around campus and developed a sense of collective responsibility in maintaining a clean and sustainable environment. 	
Special school visit	<ul style="list-style-type: none"> • Special school visit to Saanidhya school Mangalore was organised in association with the Junior JC wing of the Institute, on 12-09-2023 and contributed rupees 11600. 	<ul style="list-style-type: none"> • Promoted a sense of community engagement, and social responsibility among the students. 	
Beach Cleaning drive	<ul style="list-style-type: none"> • Beach Cleaning initiative was successfully organized in collaboration with the Junior JC wing of the Institute and the Outreach and Extension club on September 16, 2023. 	<ul style="list-style-type: none"> • Reiterated the commitment among the students towards environmental conservation and community engagement 	

	<p>Swachhta Hi Seva 2023, the special campaign of Government of India</p>	<ul style="list-style-type: none">• Ek Tareekh, Ek Ghanta, Ek Saath Swachhta Pakhwada - Swachhata Hi Seva 2023 campaign was conducted on October 1, 2023 at the outskirts of the Institute campus.	<ul style="list-style-type: none">• Promoted a sense of cleanliness, sanitation, and hygienic environment among students and faculty while actively contributing to the welfare of our local community.
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