



# **BEYOND THE CAMPUS ENVIRONMENTAL PROMOTIONAL ACTIVITIES**

**2022**



# Anti-Plastic Campaign

**Date :** 20th June, 2022

**Venue :** Natunganj Market and Barobazar Market

**Organizing Unit :** NSS Cell, The University of Burdwan



**Brief Report:** In observance of World Environment Day, on 20.06.2022 from 8 A.M. – 11:00 A.M., an anti-plastic campaign was held at 'Natunganj Market and Barobazar Market' of Burdwan municipality [ward no 21 and 22 respectively]. Our volunteers had nicely explained the detrimental effect of the unabated use of plastic in our daily lives. They requested that people use paper bags or cloth bags in place of plastic bags during marketing. Dr Sujit Kumar Choudhury, the then Registrar, The University of Burdwan, Dr. Rajesh Das, Programme Co-ordinator, NSS, The University of Burdwan, Shyama Prasad Banerjee, Jr. Superintendent, Registrar's Department, The University of Burdwan and Councillor of Burdwan Municipality, Dr. Surajit Nandi, Sports Officer and other Programme Officer, were present in this campaign. The students personally communicated with more than 50 shopkeepers in the market and over 100 different individuals who came to the market carrying plastic bags.







# Bicycle Rally

**Date :** 12th August, 2022

**Venue :** Burdwan Municipality

**Organizing Unit :** NSS Cell, The University of Burdwan



**Brief Report:** On August 12, 2022, the National Service Scheme (NSS) of The University of Burdwan, in a commendable partnership with the Rotary Club of Burdwan, celebrated International Youth Day with an inspiring bicycle rally. Approximately 300 students participated in the event, and they traversed the city. After obtaining police permission, the rally covered four Civic Wards of the Burdwan Municipality to promote youth empowerment and social responsibility. The vibrant procession was witnessed by numerous pedestrians and citizens, who cheered the young participants, making the event a memorable spectacle that underscored the importance of community engagement and youth-led initiatives.





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# Community Outreach Programme

**Date :** 6th to 13th August, 2023

**Venue :** Arambagh

**Organizing Unit :** NSS Cell, The University of Burdwan



**Brief Report:** From August 6th to August 13th, 2023, a group of eight students from the Department of Mass Communication at The University of Burdwan conducted a week-long community outreach programme in Arambagh. This initiative was organised in close association with the Office of the Sub-Divisional Police Officer (SDPO), Arambagh.

The programme aimed to perform a street drama on cyber security awareness, titled "Nijer Dayitwe Cyber Suraksha" (Cyber Security is Your Own Responsibility). Throughout the week, the students performed the drama at various locations across Arambagh, successfully engaging a substantial audience and disseminating crucial information on the subject.







# Awarness Campaign

**Date :** 8th September, 2023

**Venue :** Goda Daspara

**Organizing Unit :** NSS Cell, The University of Burdwan



**Brief Report:** As part of a series of events celebrating World Environment Day, an awareness programme was held on 08.09.2023 from 10 A.M. to 12:30 P.M., focusing on the prevention and control of vector-borne diseases. A rally was organised from the Golapbag campus to Goda Daspara, Ward no -26, to spread awareness of vector-borne diseases. During this rally, 40 volunteers spread bleaching powder on the open drains. Reaching Goda Daspara, volunteers visited 60 households to make them aware of the methods for preventing vector-borne diseases. Moutusi Mandi, Programme Officer PG NSS Unit-I, Dr. Prasanta Malik, Programme Officer PG NSS Unit-II, Jogendranath Murmu, Programme Officer PG NSS Unit-III, and 50 volunteers participated in the programme.







# Special Medical Camp

**Date :** 9th September, 2023

**Venue :** Word No -26

**Organizing Unit :** NSS Cell, The University of Burdwan



**Brief Report:** On 9th September, 2023, a special medical camp was organised by the PG NSS Units (I, II, and III) of The University of Burdwan, and this camp was operative in an adopted ward of the Burdwan municipality, i.e. Ward No. 26.

The camp was conducted in the presence of esteemed guests, including Professor Apurba Ratan Ghosh, Head of the Department of Environmental Science, and Dr. Santanu Pramanik, Medical Officer of Burdwan University. The event was highly successful, attracting the participation of approximately 150 community members and 70 NSS Volunteers from the organising PG units.





# Awariness Campaign

**Date :** 12th September, 2023

**Venue :** Lakurdi

**Organizing Unit :** NSS Cell, The University of Burdwan



**Brief Report:** On 12th September, 2023, a dedicated awareness campaign was initiated by the PG NSS Units (I, II, and III), involving about 50 volunteers from The University of Burdwan. The event, held in Ward No. 26 of the Burdwan Municipality, focused on the prevention and control of vector-borne diseases, with a particular emphasis on dengue.

The programme was graced by the presence of the Honourable Vice-Chancellor of The University of Burdwan, Dr. Gautam Chandra. During the campaign, Neem oil was distributed among the members of the local community to help them keep mosquitoes away from their homes.





# Special Awareness Programme

**Date :** 13th September, 2023

**Venue :** Goda Das Para

**Organizing Unit :** NSS Cell, The University of Burdwan



**Brief Report:** On September 13th, 2023, a special camp was set up by NSS from September 8th to 14th in Goda Daspara, Ward No. 26. The initiative was spearheaded by the PG NSS Units (I, II, and III) of The University of Burdwan. The camp focused on the critical social issues of promoting free education and preventing child trafficking. The event was held in the esteemed presence of the Honourable Vice-Chancellor, Professor Gautam Chandra, and the Officer-in-Charge of the Burdwan Mahila Thana (Women's Police Station).

Approximately 270 children from the local community and 50 NSS Volunteers from the organizing PG units participated in the special awareness programme.







# **BEYOND THE CAMPUS ENVIRONMENTAL PROMOTIONAL ACTIVITIES**

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# Inaugural Session of “Intensified IEC Campaign 2024” and Presentation of Street Drama

**Date :** 27 th August 2024

**Venue :** Rajbati Main Gate, Nurse Quarter More and Central Canteen

**Organizing Unit :** NSS Cell, The University of Burdwan



**Brief Report:** The Office of Youth Affairs of West Bengal State AIDS Prevention and Control Society, Swastha Bhawan, launched the "Intensified IEC Campaign 2024" on the occasion of International Youth Day. This initiative, which started from 12th August, 2024, aimed to enhance the knowledge of the youth and the general people by providing crucial information about HIV and Sexually Transmitted Infections (STIs) across the country. As part of this nationwide campaign, the NSS Cell of the University of Burdwan organized a street drama titled "Protirodher Panchali: Jauno Sikkshya o Surakshya" on 27th August 2024, in various locations of Burdwan city and the University campus. The drama, performed by 16 NSS Volunteers, focused on raising awareness about HIV, STDs, and AIDS transmission, thereby contributing to the larger goal of the campaign. The inauguration ceremony of the programme was held in front of Rajbati Main Gate at 12 PM (27.08.2024) in the presence of Hon'ble Vice Chancellor Prof. Goutam Chandra, Dr. Sujit Kumar Chowdhury (Registrar, The University of Burdwan), Ms Piyali Das (Asst. Director, Youth Affairs, Department of Health & Family Welfare, Government of West Bengal, WBSAP&CS), Mr. Akhilesh Ghosh (Deputy Programme Manager at National AIDS Control Programme, Purba Burdwan District) and Mr. Ram Sankar Mondal (District Information and Cultural Officer, Purba Burdwan). After the inauguration, the street drama was performed at Nurse Quarter More and then in front of the Central Canteen of the University. Several people watched the street drama at these locations, and, according to the estimate, approximately 50, 40, and 80 persons were present in the places mentioned above, respectively.

