

## SKILL DEVELOPMENT PROGRAMME THROUGH COMMUNITY SOCIAL RESPONSIBILITY – A CASE STUDY OF ACHARYA NAGARJUNA UNIVERSITY

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### Abstract:

As part of undertaking activities for discharging of the Community Social Responsibility by the University College of Acharya Nagarjuna University, Centre for Community Social Responsibility was established during June 2014. Apart from Teaching and Research, our university undertakes Community Outreach and Extension activities as part of this Centre. Since the inception of the Centre number of programmes were organized to empower the people in rural and urban communities of Guntur and Prakasam districts. Skill development programmes that were organized for the empowerment of various groups through community social responsibility of Acharya Nagarjuna University helped the society in many ways. These skill development programmes that were designed based on the felt needs of the community have proven to be a boon to the community dwellers. It is needless to say that skill development programmes have become an essential part of our society. It is the responsibility of the institutions of higher learning to take up community outreach and extension activities by involving the student community to render services to the community. The University Grants Commission has identified extension activities as the third arm and hence such skill development programmes that are organized could help in enhancing the quality of life of the community dwellers. Variety of skill development programmes could be implemented for the empowerment of the society especially the marginalized and the downtrodden sections of the population through such Centres offering their services. Besides teaching and research, every institution offering higher education should also lay emphasis on community social responsibility.

Keywords: Community, Social Responsibility, urban communities, Commission, etc

## Introduction

As part of undertaking activities for discharging of the Community Social Responsibility by the University College of Acharya Nagarjuna University, Centre for Community Social Responsibility was established during June 2014. Apart from Teaching and Research, our university undertakes Community Outreach and Extension activities as part of this Centre. Since the inception of the Centre number of programmes were organized to empower the people in rural and urban communities of Guntur and Prakasam districts. The major focus is on the marginalized and disadvantaged groups such as Children, Youth, Women, the physically challenged, the Scheduled Castes, the Scheduled Tribes, the Backward Class community, the Transgender Community, Students and the like. The activities are conducted in collaboration with government and non-governmental organizations that included awareness programmes on various social issues, income generation activities, dental camp, eye donation camp, skill development programmes, capacity building programmes, personality development programme for field level functionaries, training on magic show, exhibition cum sale etc. for various groups depending upon the societal needs. Thousands of people have been benefitted so far. The Centre functions with the active support and cooperation by the University authorities and also won appreciations from V.I.Ps.

## Our Vision

Centre for Community Social Responsibility of Acharya Nagarjuna University has a special focus on the socio-economically disadvantaged and vulnerable sections of the population.

## Our Mission

It began its functioning in the university with a mission to provide a platform for the holistic development of the society.

## Our Objectives

To create an awareness of self-worth and dignity of the individuals.

To become conscious and help the underprivileged people around us.

In the following section, a gist of the skill development programmes through Community Social Responsibility that was undertaken by the Centre at Acharya Nagarjuna University since its inception is presented.

1. Three Months Dress Making Programme for Socially Backward Women in Nambur village from 30-08-2014 to 30-11-2014.
2. Jute Craft Making Programme for Economically Backward Women was organized at the premises of Jan Shikshan Samsthan, Ongole, Prakasam Districts from 03-09-2014 to 26-09-2014.
3. Two-Day Train the Trainer Programme for JSS Functionaries of Guntur and Prakasam Districts from 26-09-2014 to 27-09-2014.

4. One Day Awareness Programme on Role of Mothers in Providing Nutritious Food to their Children was organized at JSS Premises in Ongole, Prakasam district on 21-11-2014.
5. One Week Training Programme in Jute Craft for the Inmates of Ujwala Home at JMJ School Premises opposite Acharya Nagarjuna University from 24-11-2014 to 30-11-2014.
6. One Day Workshop on Personality Development for the Physically Challenged was organized on 02-12-2014 commemorating the International Day of the Persons with Disabilities on 03-12-2014.
7. Awareness on Dental Health and Free Check-up Programme for the School Children and their parents was held at S.C. & S.T. colony of Budampadu, Guntur, Guntur District on 19-12-2014 in collaboration with Sibar Institute of Dental Sciences, Takkellapadu, Guntur.
8. Ten Days Training Programme on Glass and Pot Painting for Scheduled Caste Women at Sathenpally, Guntur district from 22-12-2014 to 31-12-2014.
9. One Day Training Programme on the preparation of home needs for the Third Gender Community in collaboration with Jan Shikshan Sansthan, Ongole, Prakasam District on 23-01-2015.
10. Three Weeks Training Programme on Fashion Designing for Adolescent Girls in collaboration with Jan Shikshan Sansthan, Ongole, Prakasam during 07-01-2015 to 20-02-2015.
11. One Day Training Programme on Income Generating Activities for Women from Low Income Groups in Ramanama Shekthra, Srinivasarao Thota at R.Agraharam, Guntur, Guntur District on 30-01-2015.
12. One Week Training Programme on Screen Printing for Scheduled Caste & Schedule Tribe Women at Santhagudipadu Village, Rompicharla Mandalam, Guntur District from 03-02-2015 to 10-02-2015.
13. Three Day Training Programme on Block Printing for Vocational Trainers in Sharadha Niketan, Brodipet, Guntur, Guntur District from 21-02-2015 to 23-02-2015.
14. One Week Training Programme on Screen Printing for Girls and Women of Rehabilitation Home commenced on 26-02-2015 at Ujwala Home for the Rehabilitation of Trafficked Women in J.M.J.Premises, opposite Acharya Nagarjuna University.
15. Awareness Programme on Dental Health and Free Dental Health Checkup Programme for High School Children at Z.P. High School, Gottipadu, Patthipadu Mandal, Guntur District on 28-02-2015.
16. One Day Training Programme on Preparation of Home Needs for Rural Housewives at Lal Puram village, Guntur Rural Mandal, Guntur District on 10-03-2015.

17. A signature campaign to create awareness on child mortality and to make zero mortality of children between 0-5 years by being a hero in collaboration with World Vision India conducted as part of Global Week of Action (A Global Programme) in promoting Child Health Now the said programme was organized by the centre of CSR in various places such as ANU College of Pharmaceutical Sciences, ANU College of Engineering and Technology, ANU College of Architecture, ANU College of Arts, Commerce & Law, ANU College of Science, ANU College of Physical Education, Canteen, Central Library, Pariksha Bhavan, Centre for Distance Education and Administrative Block during 22-04-2015 to 24-04-2015.
18. Two-day Training Programme on Preparation and Preservation of Fruit Juice for Rural Women was organized at Etukuru village, Guntur (rural), Guntur district on 28-04-2015 & 29-04-2015.
19. Three Months Training Programme on Hand Embroidery for Women Belonging to Weaker Sections at Mylanagar, Mangalgi, Guntur District from 30-04-2015 to 30-07-2015.
20. Three Months Training Programme on Dress Making for S.C.B.C & Minority Women at Dhodleru village, Krosuru Mandal, Guntur District from 02-07-2015 to 31-09-2015 was organized on 02-07-2015.
21. Two Months Training Programme on Aari work for Muslim Minority Women at Parchuru, Prakasam District from 07-07-2015 to 07-09-2015.
22. One day Training Programme on Home Needs for Rural Housewives was organized at Karlapudi, Amaravathi Mandal, Guntur district on 11-07-2015.
23. Awareness Programme on Role of Nutrition in Promoting Health for Mothers at S.C.Colony, Navaluru, Guntur district on 21-07-2015.
24. Three Days Training Programme on Nada Painting for Women at Sri Sringeri Saradha Peetam, Sampath Nagar, Guntur district was held from 08-10-2015 to 10-10-2015.
25. One Day Orientation Programme on Identification of Gold and Gemstones was organized for rural women at Acharya Nagarjuna University on 12-10-2015.
26. Three Months Training Programme on Painting for Middle-Class Rural Housewives at Lalpuram, Guntur (Rural) from 14-10-2015 to 13-01-2016.
27. Three months Training Programme on Tailoring for the Inmates of Ujwala Home, J.M.J. School premises, opp. Acharya Nagarjuna University from 28-10-2015 to 27-01-2016.
28. Distribution of Manual on Tailoring Course for the trainees of Tailoring programme at Ujwala Home, J.M.J. School premises, opp. Acharya Nagarjuna University on 01-01-2016.
29. Two-Day State Level Workshop on Personality Development for Field Level Functionaries of Jan Shikshan Samsthan from 29-01-2016 to 30-01-2016.

30. One Day Training Programme on Repair & Servicing of Sewing Machines for Middle-Class Women was conducted at R.Agraharam, Guntur District on 24-02-2016.
31. As part of creating Awareness on Anti-Trafficking the Centre for Community Social Responsibility in collaboration with JMJ Social Service Society, Nallapadu, Guntur district and Prajwala NGO, Hyderabad organized Community Awakening “Swaraksha Campaign” to Counter Trafficking at Dr.H.H.Diechmann and Dr.John David auditorium of Acharya Nagarjuna University on 27-02-2016.
32. Forty-Five Days Free Training Programme on Fabric Painting for S.C., S.T., & B.C. Women at Nakkarikallu village, Guntur district from 01-03-2016 to 16-05-2016.
33. One Day Training Programme on Repair & Servicing of Sewing Machines for Middle-Class Women was conducted at Adhanki, Prakasam District on 10-03-2016.
34. One Day Training Programme on Preparation of Detergents, Phenol & Candles for Scheduled Tribes Women was organized in S.T.Colony, Shyamala Nagar, Guntur on 12-03-2016.
35. One Month Free Training Programme on Velvet Bag Making for Urban Women was organized at the premises of Jan Shikshan Samsthan, Ongole, Prakasam Districts from 14-03-2016 to 13-04-2016.
36. Two months Training Programme on Tailoring for Marginalized Women at Santhagudi padu, Rompicharla Mandal, Guntur district was held from 05-05-2016- 04-07-2016.
37. One Day Training Programme on Repair & Servicing of Sewing Machines for Middle-Class Women was conducted at Seelamvaripalem, Bapatla, Guntur District on 12-05-2016.
38. Forty-Five Days Free Training Programme on Jewellery Making for Marginalized Women at Sampath Nagar, Guntur district was held on 13-05-2016.
39. One Day Training Programme on Repair & Servicing of Sewing Machines for Rural Middle-Class Women was conducted at Santhagudipadu, Rompicharla Mandalam, Guntur District on 15-06-2016.
40. One Month Free Training Programme on Fabric Painting for Women from Marginalized Community from 16-8-2017 to 15-09-2017 was held at Nethaji Nagar, Repalli, Guntur District.
41. One Day Training Programme on Repair & Servicing of Sewing Machines for Middle-Class Women was conducted at Sampath Nagar, Guntur District on 18-08-2017.
42. One Day Training Programme on Preparation of Home Needs for Marginalized Women was organized in Prof.M.V.S.Koteswara Rao Memorial Public School at Adavithakillipadu, Guntur District on 08-09-2017.
43. Forty-Five Days Free Tailoring Programme for Scheduled Caste Women from 12-09-2017 to 26-10-2017 at Peddapalem, Ponnur Mandal, Guntur district.

44. One Day Training Programme on Repair & Servicing of Sewing Machines for Inmates of Ujwala Home, Opp.ANU, Guntur District was organized on 21-09-2017.
45. One Day Awareness Programme for Urban Women on Swatcha Andhra Mission was organized at Sri Harshini P.G. College, Ongole, Prakasam district on 19-12-2017.
46. Two Months Training Programme on Tailoring for Women belonging to the Weaker Section at Adavithakkelupadu Village, Guntur Rural from 20-12-2017 to 19-02-2018
47. One Day Free Training Programme on Preparation of Home Needs for Middle-Class Housewives was organized at Rompicherla Mandal, Narsaraopet, Guntur District on 04-01-2018.
48. Rally on Open Defecation Free Society in the University campus on 04-01-2018.
49. One Day Nutrition Demonstration Programme for Inmates of Ujwala Home (victims of human trafficking), Opposite Acharya Nagarjuna University on 20-01-2018.
50. One Day Awareness Programme for Girls Students on Swatcha Andhra Mission at Women's College, Guntur district on 28-02-2018.
51. One Day Workshop on Child Rights at Acharya Nagarjuna University on 10-03-2018.
52. World Oral Health Day Celebrations - Awareness Programme on Dental Health in Commemoration of World Oral Health Day at ANU College of Architecture and Planning, Acharya Nagarjuna University on 20-03-2018.
53. 7 Day Faculty Development Programme on Rural Community Engagement in collaboration with National Council of Rural Institutes, Hyderabad, Telangana (Residential Programme) from 21-03-2018 to 27-03-2018 at Acharya Nagarjuna University, Guntur, Andhra Pradesh, India.

## Conclusion

Skill development programmes that were organized for the empowerment of various groups through community social responsibility of Acharya Nagarjuna University helped the society in many ways. These skill development programmes that were designed based on the felt needs of the community have proven to be a boon to the community dwellers. It is needless to say that skill development programmes have become an essential part of our society. It is the responsibility of the institutions of higher learning to take up community outreach and extension activities by involving the student community to render services to the community. The University Grants Commission has identified extension activities as the third arm and hence such skill development programmes that are organized could help in enhancing the quality of life of the community dwellers. Variety of skill development programmes could be implemented for the empowerment of the society especially the marginalized and the downtrodden sections of the population through such Centres offering their services. Besides teaching and research, every

institution offering higher education should also lay emphasis on community social responsibility.

#### References

- Self authored