



**RAJAGIRI VISWAJYOTHI**  
COLLEGE OF ARTS AND APPLIED SCIENCES  
VENGOOR , PERUMBAVOOR KERALA- 683546

An ISO 9001 : 2015 Certified Institution

Affiliated to Mahatma Gandhi University, Kottayam | Approved by AICTE



## **CRITERION 6 - GOVERNANCE, LEADERSHIP AND MANAGEMENT**

### **6.5 Internal Quality Assurance System**

**2019-2024**

Submitted to





## 6.5.1\_R-Vikas Social Sensitization Initiatives

### Introduction

R-Vikas is a dynamic initiative that embodies the college's commitment to **foster community engagement and social responsibility** among students and staff. Rooted in the belief that education extends beyond academic success, the programme focuses on addressing the needs of **marginalized groups** through various impactful efforts, such as **food distribution, health awareness campaigns, housing projects, and environmental sustainability initiatives**. By bridging the gap between the college and the local community, R-Vikas aims to create a compassionate, proactive environment where students actively participate in addressing societal challenges. This initiative is a testament to the institution's dedication to holistic development, nurturing a culture of empathy, volunteerism, and long-term social impact. Through these collective efforts, the college strives to improve the quality of life for the underprivileged while instilling in students the values of service and responsibility, preparing them to be leaders of positive change.

### Objectives

1. To empower students and staff to actively engage in meaningful community service, fostering a culture of compassion and solidarity with marginalized groups.
2. To address critical social issues such as food security, healthcare, housing, and environmental sustainability, ensuring that the most vulnerable members of society receive essential support and care.





3. To bridge the gap between academic learning and real-world impact, encouraging students to apply their knowledge and skills to address pressing societal challenges and contribute to the greater good.
4. To promote a sustainable, long-term approach to community development, not only by providing immediate relief but also by laying the foundation for ongoing welfare and social progress.
5. To instil a lifelong commitment to volunteerism and social justice, preparing students to be conscientious leaders and change-makers in their personal and professional lives.
6. To create an inclusive, proactive community that values empathy, service, and shared responsibility, enhancing the overall quality of life for both the college and the broader society it serves.

## Context

St. Chavara's educational vision, which underpins the Rajagiri institutions, envisions excellence not simply as an outcome of academic pursuit, but as a meaningful product of selfless service to society. In this framework, learning is intertwined with compassion, and true excellence is achieved when knowledge is used to uplift others. The term "**Vikas**," rooted in Sanskrit, signifies growth and development—a dual purpose that lies at the heart of R-Vikas. On one level, it represents the holistic development of students, who gain invaluable insights through hands-on experiences with grassroots communities. On another, it signifies the empowerment and upliftment of the underprivileged, particularly in the marginalized rural neighbourhoods surrounding the institution. This two-fold vision of development—of both learner and community—captures the ethos of Rajagiri: an education that not only enriches minds but also builds a more just and compassionate world through active service.

## Practice

- ❖ **Health and Wellbeing**





Rajagiri Viswajyothi College of Arts & Applied Sciences has made a profound impact through its Health and Wellbeing programme, spearheading 26 unique initiatives aimed at fostering the physical and social health of the community. These efforts have reached 1,456 beneficiaries, with over 300 dedicated student volunteers contributing their time and energy, supported by a budget of 1.5 lakhs. The programme primarily focuses on the residents of Vengoor Panchayath, as well as local communities and families in the surrounding neighbourhoods.

With a holistic approach to health, the initiatives span a wide spectrum of needs. Blood donation drives have provided life-saving support, while anti-drug campaigns have sought to protect vulnerable populations from addiction. The college has also organized medical camps, bringing essential healthcare services to those who might otherwise lack access, while food donation programmes have helped alleviate hunger among the most marginalized. In addition, hygiene awareness campaigns aim to instil healthier living practices, promoting sanitation and well-being within these communities.

Rajagiri Viswajyothi's commitment extends beyond immediate aid, as seen in its contributions to Kerala flood and COVID-19 relief efforts, where the college played an active role in providing essential supplies and support to those affected by these crises. During the COVID-19 pandemic, RVCAS took on a vital role in the community by converting its newly constructed hostel building into a **COVID First-Line Treatment Centre (CFLTC)**. Recognizing the urgent need for medical infrastructure, the college offered its state-of-the-art facility to aid in the fight against the virus, serving as a safe space for isolation and treatment. The new hostel building, designed with ample space and ventilation, became an ideal location for housing patients who required first-line care. With strict adherence to health and safety protocols, the institution ensured that the facility was fully equipped to handle the challenges of the pandemic, working closely with medical teams to provide necessary treatment and support to COVID-19 patients.





This comprehensive approach to health and wellbeing is a testament to the college's belief in the power of service and the importance of nurturing not only the academic growth of its students but also their compassion for society. Through these initiatives, the college fosters a spirit of empathy and responsibility, while making a tangible difference in the lives of those in need.



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RVCAS as CFLTC

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Letter of Appreciation from Vengoor Panchayath





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**Blood Donation Drive at RVCAS held on 25 May 2022**

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Certificate from Kerala State AIDS Control Society







 **CENTRE FOR NEUROSCIENCE**  
Cochin university of science & Technology  
Ernakulam, Kerala 682 022 | www.prajnaacs.in | prajnaacs@gmail.com

Letter No: 495/bodhi/cns/02/2023 Date: 20.11.2023

To,  
**Department of Psychology**  
Rajagiri Viswajyothi College of Arts and Applied Sciences  
Vengoor, Perumbavoor, Kerala

It is hereby acknowledged that **Department of Psychology, Rajagiri Viswajyothi College of Arts and Applied Sciences, Vengoor** has actively volunteered for **Bodhi Memory Walk - 2023** organised at **Durbar Hall Ground, Ernakulam** on **17.10.2023**.

"Bodhi" is a joint initiative of District Administration, Ernakulam and Centre for Neuroscience, Cochin University of Science & Technology (CUSAT) and supported by Department of Social Justice, Government of Kerala.

Memory walk is a kind of walkathon that aims to gather the entire community to generate support for people with dementia at the societal level. The memory walk is an essential part of the Alzheimer's campaign all over the world. The walk is an exemplary union of the younger generation and the older generation in support of people with dementia. The memory walk upholds the message that every society has the responsibility to provide support for people with dementia.

Your presence and engagement helped to make it a success. We really value your dedication and hard work. Thank you for being part of Project Bodhi to build Dementia Friendly Communities (DFC) in Ernakulam District. Hope to see you at future events to be organised by Bodhi.

District Collector  
Ernakulam  
Patron Bodhi

  
Dr. Baby Chakrapani P S  
Director, CNS CUSAT  
Project Director

  
Prasad M Gopal  
Project Manager



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## Letter of Appreciation from CUSAT

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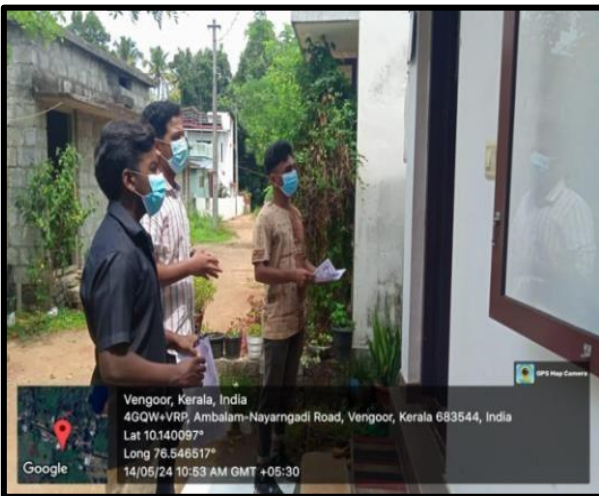




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### Asraya Food Kit Distribution Initiative Organized by Rajagiri Viswajyothi College on 30th May 2024

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### Students Spreading Awareness about Hepatitis B

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**RVCAS in collaboration with St. Stephen's School, Keerampara, Organized a Medical Camp on December 8, 2023**

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## Impact Analysis

<b>Reach</b>	1,456 beneficiaries, 300+ student volunteers, a budget of 1.5 lakhs
<b>Focus Groups</b>	Residents of Vengoor Panchayath, Local communities, Families of the Neighbourhood
<b>Diversity of Impact</b>	Blood donations, Anti-drug campaigns, Food donation, Medical camp, Hygiene awareness, Kerala Flood & Covid donations etc.

### ❖ Education

The Education outreach programme at RVCAS is driven by a commitment to uplift underprivileged communities through 18 thoughtfully designed initiatives. These efforts have extended support to 6 schools and touched the lives of 513 beneficiaries, with the help of more than 250 dedicated student volunteers and a budget of 1 lakh. The primary focus of this initiative has been on underprivileged schools, government schools, and children's homes, where the need for educational resources and support is often most acute.

The diversity of the programme's impact is evident in its wide range of activities. Resource donation drives have ensured that these institutions receive essential supplies, from textbooks and learning materials to stationery, easing the burden on schools and students who often lack even the basics. Skill development workshops, tailored for both students and teachers, have provided valuable tools to enhance learning and teaching methodologies, empowering students to succeed in their academic journeys. Moreover, awareness programmes have tackled issues such as the importance of education, personal hygiene, and mental health, ensuring that the students not only grow academically but are also nurtured in a holistic environment.

Through these initiatives, RVCAS demonstrates its dedication to bridging the educational divide in society. The programme is not only about donating resources





but also about instilling a sense of responsibility and empowerment within the communities it serves, offering both immediate relief and long-term development. This initiative reflects the college's belief in the transformative power of education, providing a foundation for a brighter future for the underprivileged while fostering a spirit of volunteerism and empathy among its students.



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Saplings Distribution at, Anganwadi, Vengoor

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Christmas Celebration at Ashabhavan Buds School

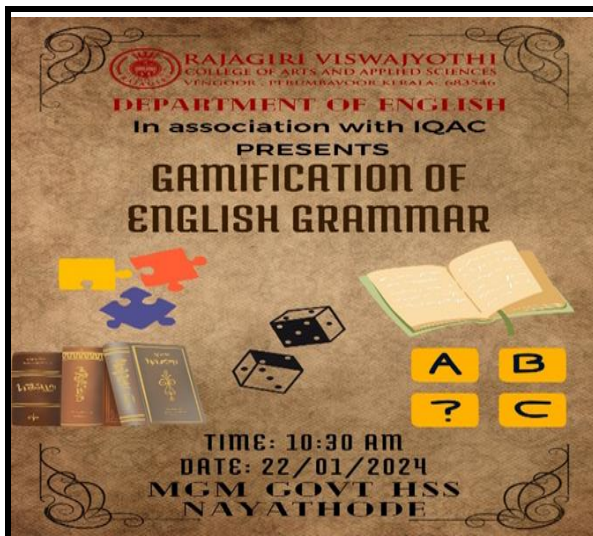
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**Cultural Engagement at the Government Lower Primary School,  
Mannamkamdam, on December 14, 2024**

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**Students of Government LPS Visited RVCAS Campus on October 27, 2023**

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**Impact Analysis**

<b>Reach</b>	6 schools, 513 beneficiaries, 250+ student volunteers, a budget of 1 lakh
<b>Focus Groups</b>	Underprivileged Schools, Government Schools and Children's Homes
<b>Diversity of Impact</b>	Resource Donation, Skill Development, Awareness Programmes





### ❖ Environment ad Sustainability

The Environmental and Community Outreach programme at RVCAS has made a meaningful impact through its dedicated efforts to promote sustainability and community well-being. With 377 beneficiaries reached, the initiative has engaged over 250 student volunteers and operated on a modest budget of 30,000. The programme's focus extends to a diverse range of groups, including neighbouring families, local communities, government schools, and Kudumbasree unit members, ensuring that its efforts touch various facets of society.

This initiative has left a lasting mark through a variety of impactful activities. Cleaning drives have been organized to rejuvenate public spaces, fostering a cleaner, healthier environment for all. Waste management efforts have been central to the programme, encouraging responsible disposal practices and raising awareness about the importance of reducing waste at the community level. The promotion of sustainable products is another key aspect, highlighting the importance of eco-friendly alternatives that contribute to environmental preservation. Beyond environmental efforts, the programme also embraces green initiatives that focus on tree planting, biodiversity, and creating a more sustainable future. Adding a cultural dimension, the outreach programme has incorporated awareness efforts related to art, fostering an appreciation for cultural heritage and creative expression as a form of community enrichment.

Through these diverse efforts, RVCAS emphasizes the importance of sustainability not only in terms of the environment but also in nurturing resilient communities. By engaging students and local groups in hands-on, meaningful activities, the programme aims to instil a deeper understanding of social responsibility while contributing to long-term positive change within the community.







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**Sapling Distribution Initiative to Kudumbashree  
Members**

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**Students Spreading Awareness among Residents of Thungali**

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**Students Painting Murals at Kombanad Bus Stop to Raise Awareness about the Hazards of Polluting Natural Water Bodies**

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### Impact Analysis





<b>Reach</b>	377 beneficiaries, 250+ student volunteers, a budget of 30,000.
<b>Focus Groups</b>	Neighbouring Families, Community, Government Schools, Kudumbasree Unit Members
<b>Diversity of Impact</b>	Cleaning Drives, Waste Management Efforts, Promotion of Sustainable Products, Green Initiatives and Awareness to Art.

### ❖ Community Enhancement

Our community enhancement efforts have made a meaningful impact, touching the lives of over 250 individuals through a range of initiatives. With the support of 150 dedicated student volunteers and a modest budget of ₹35,000, we have focused our resources on fostering real change in underprivileged communities and the general public.

Our initiatives span a diverse spectrum, from promoting computer literacy to offering crucial social support and raising awareness about safety. Each project is designed with the specific needs of the community in mind, ensuring that our efforts are both targeted and effective. Through these 21 initiatives, we aim not only to uplift those in need but to empower individuals with skills and knowledge that will benefit them long after our programmes conclude.

In this journey of collective progress, we are driven by a commitment to inclusivity, collaboration, and sustainable impact, making a positive difference in the lives of those we serve.





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**Students Participating in the Home Renovation Drive**

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**Computer Training offered by the Teachers and Students of the Department  
of Computer Applications**

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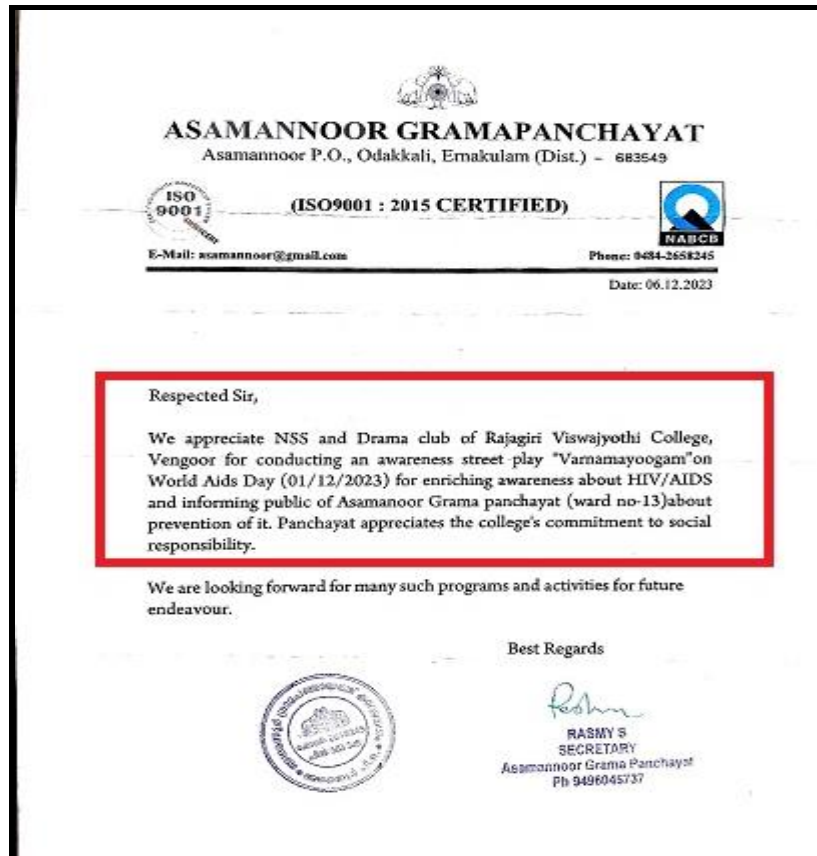


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**“Varnamayoogam” Street Play on Drug Abuse and Illicit Trafficking**

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Letter of Appreciation from Asamannoor Gram  
Panchayath

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### Students at Kripa: Center for Rehabilitation and Early Intervention

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Street Play to Enhance Public Awareness about HIV/AIDS

**COMMUNITY HEALTH CENTRE VENGoor**

Mail Id:phcvengoor@gmail.com

**Certificate of Appreciation**

We appreciate NSS and Drama club of Rajagiri Viswajyothi Collage, Vengoor for conducting an awareness street play on World Aids Day (01/12/2023)for enriching rural literacy of Community Health Centre, Thungall the college's commitment to social responsibility .

We are looking forward for many such programs and activities for future endeavour



MEDICAL OFFICER  
മെഡിക്കൽ ഓഫീസർ  
സമാധാനം, ആരോഗ്യം മേന്മ  
മരണമറ്റ







### Impact Analysis

<b>Reach</b>	Over 250+ beneficiaries, with 150 student volunteers, a budget of 35,000.
<b>Focus Groups</b>	General Public, Underprivileged Communities.
<b>Diversity of Impact</b>	Computer Literacy Efforts, Social Support and Safety Awareness

### Evidence of Success

Our community initiatives have seen resounding success, demonstrated by a series of impactful collaborations with both governmental and non-governmental organizations. These partnerships have amplified the reach and effectiveness of our efforts, leading to widespread recognition and appreciation from key stakeholders. To date, we have proudly received **22 letters of recognition**, acknowledging the value of our contributions.

One of the most encouraging aspects of our success is the involvement of our alumni, who continue to support and expand these initiatives long after their graduation. Their dedication ensures the sustainability of our efforts, creating a lasting legacy of service and community building. Student testimonials further highlight the profound personal growth and empathy fostered through these initiatives. Many have shared how their participation has not only broadened their worldview but also strengthened their sense of social responsibility.

Beyond individual growth, these initiatives have sparked a positive cultural shift within our college, creating an environment that values empathy, service, and





meaningful engagement with the world around us. Together, we are building a stronger, more compassionate community.

### **Problems Encountered and Resources Required**

Organizing large-scale community events and initiatives involves meticulous logistical coordination, requiring careful planning and execution to ensure seamless operations. Managing these complexities is essential for delivering impactful and well-organized programmes that reach and benefit our target communities.

One of the ongoing challenges is maintaining sustained active participation over extended periods. Engaging individuals consistently and keeping their commitment strong is crucial to the long-term success of our initiatives. It demands innovative approaches and continuous motivation to retain enthusiasm and involvement.

Securing adequate resources is another key factor in the success of our efforts. Whether it's funding for essential items like food kits, construction materials for housing projects, or supplies for educational support, having the necessary resources ensures that we can effectively meet the needs of the communities we serve. Addressing these logistical and financial challenges is fundamental to achieving our goals and making a lasting difference.

### **Solutions Implemented**

To address the challenges of logistical coordination, sustained participation, and securing resources, we implemented a comprehensive solution: developing a detailed event management plan with clear roles, creating a structured engagement strategy with regular updates and incentives, and forging partnerships with local businesses and organizations to ensure consistent funding and material support.



  
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