



Best Practice No 1

1. Title of the Practice: Community Health and Social Awareness Initiatives at Rama University

2. Objectives of the Practice: The primary objective of this best practice is to enhance community health and promote social awareness through targeted campaigns addressing critical issues like tobacco use, breastfeeding, oral health, HIV/AIDS, legal rights and environmental conservation. The underlying principles include holistic community engagement, sustainable development and fostering a socially responsible citizenry.

3. The Context: Rama University identified significant local challenges including high tobacco usage, limited awareness of health issues like breastfeeding and HIV/AIDS, poor oral health practices, poor nutrition in infants, inadequate legal knowledge and environmental concerns. These issues necessitated comprehensive interventions to improve health outcomes, raise social consciousness and promote sustainable environmental practices. The context also highlighted the university's role in addressing these multifaceted challenges through integrated community engagement initiatives.

4. The Practice: Rama University's practice involves multi-faceted initiatives across health awareness, community engagement, educational outreach and environmental conservation. Unique in the context of Indian higher education, these initiatives combine academic expertise with community service, utilizing various faculties to deliver impactful programs:

- **Health Awareness and Medical Outreach:** Campaigns such as "No Tobacco", breastfeeding awareness, oral health promotions and AIDS awareness have significantly reduced health risks and improved community health.
- **Community Engagement and Environmental Awareness:** Programs like the Clean Ganga Campaign under "NamamiGangeYojana" and activities like cleanliness drives "Swachh Bharat Abhiyan" and NSS initiatives foster community spirit and environmental stewardship.
- **Educational and Legal Awareness:** Voter awareness drives have promoted civic responsibility and sustainable practices and legal camps have empowered community members with essential knowledge.
- **Social and Cultural Programs:** Social and cultural programs play a crucial role in fostering community cohesion and preserving heritage through activities that promote inclusivity and celebrate diversity. They serve as platforms for dialogue, creativity and mutual understanding among people from different backgrounds.



Evidence of Success: Measurable outcomes include a 20% reduction in tobacco use with habitual users who are under observation through regular campaigns, 15% improvement in infant health due to breastfeeding awareness and a 25% decrease in dental issues with the pre-tobacco consumers addressed at the campaigns. AIDS awareness efforts increased HIV testing by 30% and reduced stigma by 10%. Environmental initiatives led to the planting of more than 1,000 trees and a 40% increase in community participation in cleanliness drives. Legal and voter awareness campaigns saw a rise in voter turnout and improved legal literacy. These results indicate significant community development and enhanced social awareness.

Problems Encountered and Resources Required: Challenges included resistance to behavioral change, logistical issues in campaign organization and resource limitations for sustained outreach. Resources required include ongoing funding, trained personnel and continued collaboration with stakeholders to ensure program effectiveness and sustainability.

Notes: For institutions looking to adopt similar best practices, it is crucial to tailor initiatives to local community needs, establish strong partnerships with local organizations, secure adequate funding and actively engage students. Continuous monitoring and evaluation are essential to gauge impact and make necessary adjustments for improvement.

Health Awareness and Medical Outreach:

2018: World Cancer day – 08/02/2018





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Vide U.P. Act No.1 of 2014 as Passed by State Legislature and Recognised By UGC U/s 2(f) **UTTAR PRADESH**

2018: Cancer Awareness Day – 10/02/2018





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2018: National Pharmacy Week Celebration – 19/11/2018





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2018: World AIDS Day – 05/12/2018





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2019: World Cancer Day – 04/02/2019





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2019: World Cancer Day – 04/02/2019





2019: World No Tobacco Day Observed at Rama Dental College – 31/05/2019





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Vide U.P. Act No.1 of 2014 as Passed by State Legislature and Recognised By UGC U/s 2(f) **UTTAR PRADESH**

2019: International Yoga Day observed at Rama Dental College – 23/06/2019





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2019: Oral Hygiene Day – 01/08/2019





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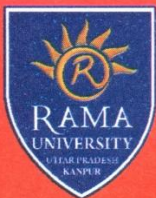
2022: 8th International Yoga Day– 21/06/2022



8th International Yoga Day
21th June 2022 | Rama University



8th International Yoga Day
21th June 2022 | Rama University



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Community Engagement and Environmental Awareness:

2018: World Environment Day – 05/06/2018





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2019: World Earth Day by the Faculty of Agriculture & Allied Industries – 22/04/2019



2019: SwachhtaPakhwada Observed at Rama Dental College – 16/09/2019





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2019: “Swachhata Hi Seva” – Plastic Waste Free Campaign Observed – 04/10/2019





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2019: Swachh Bharat Abhiyan at Kalyanpur and Rawatpur Railway Station – 30/10/2019





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UTTAR PRADESH

2021: “Clean Ganga Campaign” - An Initiation of the FASAI at Rama University –
25/10/2021





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2022: World Earth Day – 22/04/2022

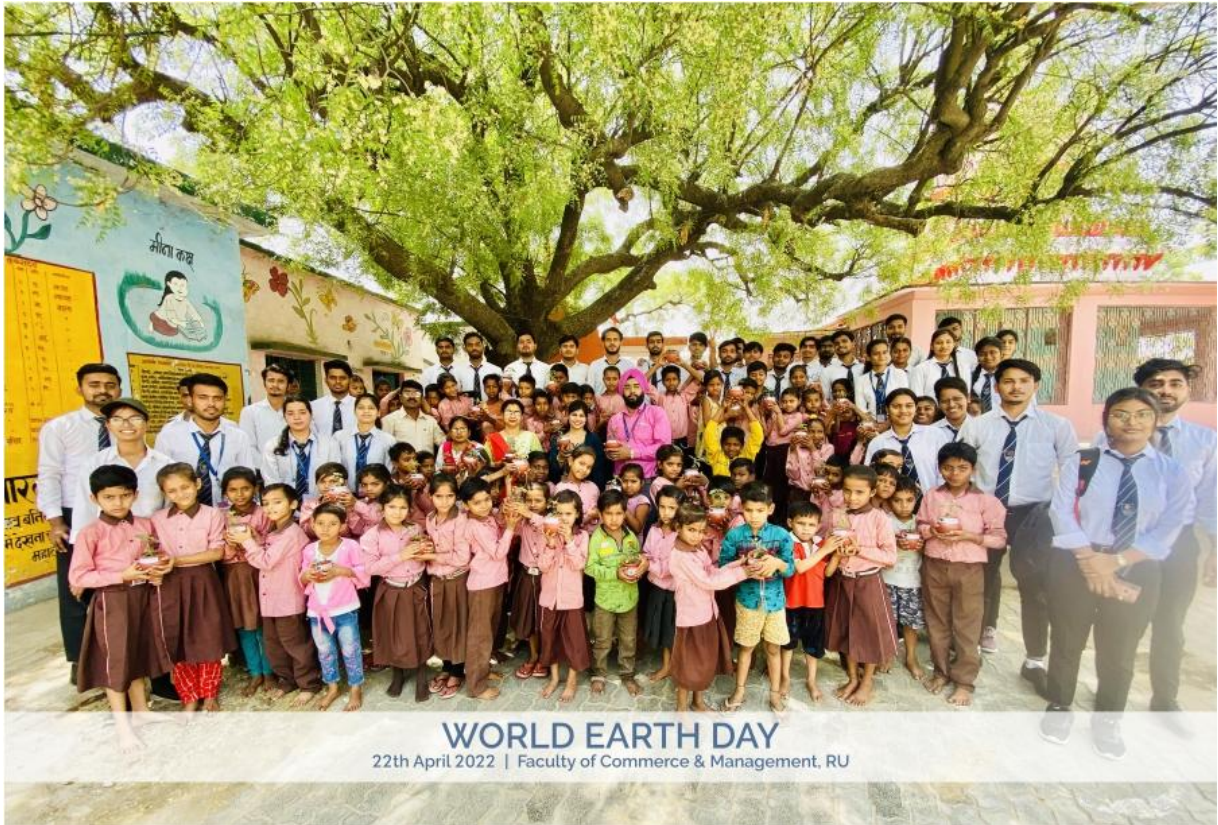




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Vide U.P. Act No.1 of 2014 as Passed by State Legislature and Recognised By UGC U/s 2(f) **UTTAR PRADESH**

2022: Event-Extension & Outreach Activity on “World Earth Day” – 22/04/2022





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Vide U.P. Act No.1 of 2014 as Passed by State Legislature and Recognised By UGC U/s 2(f) **UTTAR PRADESH**

2022: National Farmer's Day 2022 – 23/12/2022





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Vide U.P. Act No.1 of 2014 as Passed by State Legislature and Recognised By UGC U/s 2(f) **UTTAR PRADESH**

2023: Rama University's "Bhavya Bhagirathi" Clean Ganga Campaign Makes Waves in Kanpur – 05/06/2023





Educational and Legal Awareness:

2018: Rama Dental College Hospital and Research Centre, Kanpur celebrated 69th Republic Day – 26/01/2018





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Vide U.P. Act No.1 of 2014 as Passed by State Legislature and Recognised By UGC U/s 2(f) **UTTAR PRADESH**

2018: Legal Awareness Camp on Right to Vote – 16/04/2018

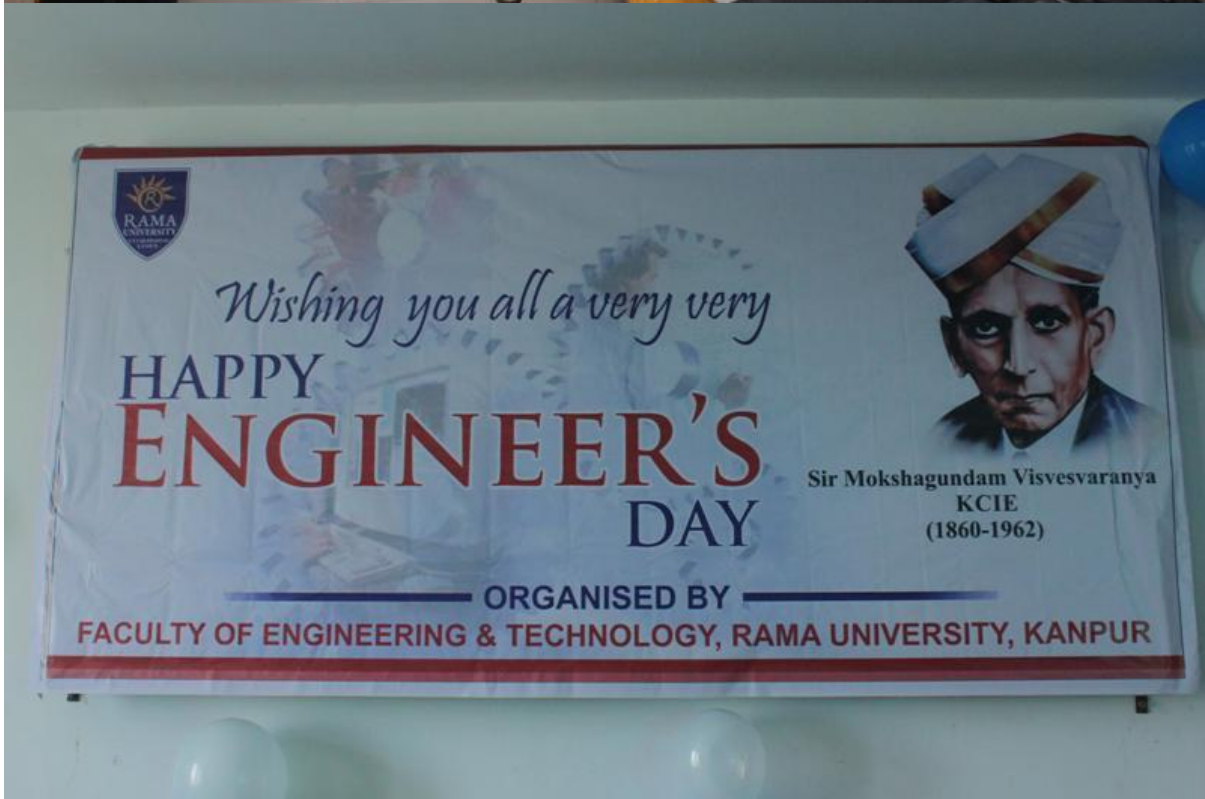


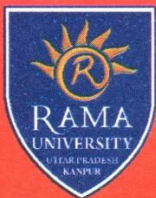


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Vide U.P. Act No.1 of 2014 as Passed by State Legislature and Recognised By UGC U/s 2(f) **UTTAR PRADESH**

**2018: Celebration of Engineer's Day at FET, Rama University, Uttar Pradesh, Kanpur–
05/09/2018**





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Vide U.P. Act No.1 of 2014 as Passed by State Legislature and Recognised By UGC U/s 2(f) **UTTAR PRADESH**

2018: World Pharmacist Day – 27/09/2018





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2019: International Nurse's Day observed – 22/05/2019





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Vide U.P. Act No.1 of 2014 as Passed by State Legislature and Recognised By UGC U/s 2(f) **UTTAR PRADESH**

2019: Rama University celebrates 70th anniversary of Constitution Day – 27/11/2019





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Vide U.P. Act No.1 of 2014 as Passed by State Legislature and Recognised By UGC U/s 2(f) **UTTAR PRADESH**

2020: National Science Day observed by FET – 15/03/2020



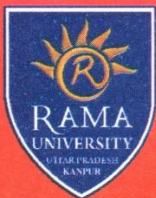


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2021: Rama University Celebrates "AzadiKaAmritMahotsav" A Tribute to the Nation– 15/08/2021





2021: World Pharmacists Day Celebrated to Elaborate Importance of Pharmaceutical Sciences– 29/09/2021





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Vide U.P. Act No.1 of 2014 as Passed by State Legislature and Recognised By UGC U/s 2(f) **UTTAR PRADESH**

2023: Rama University Celebrates the Birth Anniversary of Dr. B.R. Ambedkar, the Father of the Indian Constitution – 13/04/2023



Ambedkar Jayanti Celebration

13th April, 2023 | Faculty of Commerce & Management, RU



Ambedkar Jayanti Celebration

13th April, 2023 | Faculty of Commerce & Management, RU



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Social and Cultural Programs:

2019: World Radio Day – 14/02/2019





2019: Faculty of Dental Sciences celebrated Children's Day – 15/11/2019





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2019: FJMC Celebrates World Photography Day – 09/12/2019





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2020: World Radio Day Celebrated – 14/02/2020





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Vide U.P. Act No.1 of 2014 as Passed by State Legislature and Recognised By UGC U/s 2(f) **UTTAR PRADESH**

2020: FET inaugurated Rama Wonder Women Club on Women's Day – 15/03/2020





2020: Teachers Day Celebrated at Rama Dental College – 07/09/2020





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Vide U.P. Act No.1 of 2014 as Passed by State Legislature and Recognised By UGC U/s 2(f) **UTTAR PRADESH**

2022: Teacher's day celebration event: "CHETNA" –05/09/2022





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2022: Deepavali 2022 – 22/10/2022



Diwali Event & Lord Dhanvantari Pujan Done in Rama Ayurvedic Medical College
22 October, 2022 | Rama University



Diwali Event & Lord Dhanvantari Pujan Done in Rama Ayurvedic Medical College
22 October, 2022 | Rama University



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Vide U.P. Act No.1 of 2014 as Passed by State Legislature and Recognised By UGC U/s 2(f) **UTTAR PRADESH**

2022: National Unity Day 2022 – 31/10/2022



National Unity Day

31st October | Faculty of Juridical Sciences, RU



National Unity Day

31st October | Faculty of Juridical Sciences, RU



2023: Women Shine Brightly at Rama University International Women's Day Celebration – 08/03/2023



International Women's Day 2023
Organized by the Faculty of Nursing Rama University



International Women's Day 2023
Organized by the Faculty of Nursing Rama University