

Social Awareness Cell was established with a view of inculcating moral values in the minds of the students and making them socially aware about the difficulties and hardships of society. These socially aware minds tend to empathize towards others regardless of race, gender, ethnicity, disability, class, or sexual identity, and hence help contribute towards building a healthy society. As part of its social outreach commitment, following are the social contributions for the current academic year.

- Mrs. Deepika Sharma, faculty with computer science department supported a girl child for education from 'Nanhi Kali' on 19th July 2010 for a period of one year. Project Nanhi Kali was initiated in 1996 by the K. C. Mahindra Education Trust (KCMET) and Naandi Foundation with the aim of providing primary education to underprivileged girl children in India. Anand Mahindra, the founder of Nanhi Kali, believed that educated women form the foundation of a modern secular society and felt that there was a strong correlation between the existing societal ills in India such as spiralling population rate, dowry deaths, caste system etc and no education of the girl child.
- Social Awareness Cell organized a lecture on 'Malaria: Prevention and Symptoms' on 12th August, 2010, Thursday in "P" wing, Conclave. Dr. Ranade from Lions Club, Panvel said that there is no drug that totally guarantees malaria prevention and therefore, it is ever so important to combine personal protection measures along with drug prophylaxis to achieve maximum protection.
- Social Awareness Cell in association with computer science department developed software, 'registration database' for a N.G.O. - 'People for Animals Navi Mumbai'. This N.G.O. works for the rescue and rehabilitation of animals and birds.
- 'Anti Tobacco Rally' was organized on 16th September 2010, Thursday, in the adjoining areas of Panvel. The motive of the rally was to highlight the ill effects of tobacco chewing and smoking. Total 132 students from different streams participated in the rally.
- Students from B.Sc. biotechnology participated in the AIDS awareness rally on 1st December 2010, organized by Jyothis terminal care centre situated at Kalomboli. Jyothis Care centre is an organization working for HIV-AIDS in Mumbai along with Mumbai District Aids Control Organization (MDAC).
- Social Awareness Cell of Pillai's College of Arts Commerce and science along with Pillai Group of Institutions organized a "Community Service Day" on 18th December, 2010 at Dr. K. M. Vasudevan Pillai Campus, New Panvel.
- The emphasis was to reach out to those who have been disowned by our society especially the elderly staying in old age homes and destitute and orphans children living in child care center. The aim of this event was to develop the moral values of students and emphasize the importance of contributing to the society by reaching out to the underprivileged. We take it as our responsibility to prepare our students to perform and excel in an increasingly complex and changing world, a world that aspires not only class work, but teamwork; a world that values not only electronic connection, but connection to community. The idea of community service, a first of kind initiative by any college in Navi Mumbai, saw the college reaching out to locals through a health check-up camp, blood donation



drive, Leprosy and AIDS awareness drive. Besides these activities organized by Staff and students of Pillai College of Arts, Commerce and Science under the guidance of Social awareness cell, the main focus of the day was the visit of elderly people from an old age home "Ramkrishna Niketan Vridhashram", Shantivan; tribal children from the nearby rural area, Shantivan and orphans from "Pratham" an orphanage that works for orphans and destitute children, to the D. K. M. Vasudevan Pillai Campus.

- The Chief Guest Dr. Waman Bhatki inaugurated the programme and emphasized on the contribution the youth has to make to help the less privileged and bring about a change in the perception of the society. He shared with us the experiences he had as a consultant to WHO on treatment and eradication of leprosy, where he said that thought eradication and treatment has been quite successful, the stigma towards a leper still remains in the society.
- The main beneficiaries of the programme were the inmates of Ramakrishna Niketan Vridhashram, Shantivan, tribal children from nearby rural areas, inmates from Pratham Orphanage, Panvel. A number of activities such as cultural programmes by the students of Department of Biotechnology, games and computer awareness programmes for the tribal children were arranged besides the afternoon meal. They spend their day with us in the campus and enjoyed a day different from their routine. The cultural program had an infectious enthusiasm to it and saw impromptu participation by the visitors. So much so, a 92 year old veteran relived his younger days by reciting some songs and abhang. Even the children weren't far behind, as they also showcased their talents. The boys from the pratham orphanage presented a skit depicting the sorry state of child labour, so rampant in our country. As we bid farewell to the elderly with a shawl as a token of our warmth and our affection for them, we could see some of them overwhelm with emotion.
- Along with this, A general health check up camp for the locals has been arranged in association with Life-Line hospital, New Panvel, which also had a good amount of turnout from the locals.
- The Blood Donation drive has been arranged with the help of Sai Blood Bank had a collection Friday, 25th February, 2011 of 10 bottles of blood.
- ALERT India and Chirag Foundation, had set up their stalls in our campus, to spread awareness about Leprosy and AIDS respectively among our students.
- Further, we donated Rs. 11,000/- each, to both ALERT India and CHIRAG (School of Social Science). Pillai Group of Institutions made generous contributions, in cash and kind, to ALERT India, Association for Leprosy Education Rehabilitation and Treatment, India, CHIRAG, College of Social Work, Pratham Orphanage, Panvel and Ramakrishna Niketan Vridhashram, Shantivan.
- Enthused by the event, inmates of different organizations gave spontaneous performances which added colour to the event. A song presented by a 92 year old senior citizen, Shri. Vishwanath B. Bidaye, from Ramakrishna Niketan Vridhashram, Shantivan was particularly appreciated by the audience.
- The 'Community Service Day' initiative started by the Mahatma Education Society and Pillai College of Arts Commerce and Science will now become an annual feature. This will allow not only the participation of the student body towards this cause, but also the involvement and cooperation of the

immediate community. The 'Community Service Day 'put smiles on the faces of all the participants as they left the campus. It was an event which saw the bringing together of senior citizens, tribal children, orphans and abandoned children from several NGOs. It was a first of its kind initiative in Navi Mumbai. The Pillai Group of Institutions were the catalysts bringing about advocacy, outreach and community education.

- "If service is your habit, let's meet.", a campaign regarding contribution towards betterment of society, reducing present deficiency existing in the area of platelets and blood donation in India, was organized on 15th February, 2011, by Social Awareness Cell of Pillai College of Arts Commerce and Science in association with RON - a N.G.O. that acts to keep and inculcate service mentality among youth by various activities, so that they are trained for the future nation and thus to serve humanity. Dr. Aarti, asst. medical social worker



from Advanced Centre for Treatment, Research and Education in Cancer (ACTREC), with her team members collected 50 samples of blood from the college students. Along with it, 600 students have voluntarily registered their names, for blood donation in actual need of crisis. The students enrolling their names will be contacted in case of any disaster or emergencies for blood donation.

- Social Awareness Cell of Pillai College of Arts Commerce and Science conducted a 'Donation Drive' on 23rd February 2011 wherein 'PRATHAM' - a N.G.O. for orphans and destitute children was the main beneficiary. 40 pairs of shoes were donated to the boys at the 'PRATHAM's Boys Shelter and 240 long books were donated to the girls at the 'PRATHAM's Girls Shelter, located at Panvel. Along with this, 100kg of rice and 25kg of dal were also donated to 'PRATHAM's shelter at Panvel.