

Criterion VI Governance, Leadership and Management



RCMAS
RAJAGIRI COLLEGE OF MANAGEMENT &
APPLIED SCIENCES

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RAJAGIRI VALLEY P.O, KAKKANAD, KERALA 682039

An ISO 9001 : 2015 Certified Institution

Affiliated to Mahatma Gandhi University, Kottayam and Approved by AICTE

6.5

Internal Quality Assurance System

6.5.1

RAJAGIRI SPARSH

Submitted to



NATIONAL ASSESSMENT AND
ACCREDITATION COUNCIL

RAJAGIRI SPARSH: Outreach and Extension Programme

Internal Quality Assurance Cell (IQAC) at Rajagiri College of Management and Applied Sciences encourages and organizes outreach and extension programme under the Rajagiri Sparsh initiative, which engages with the community and addresses social issues. Sparsh is a Sanskrit word that means touch. The spirit of Rajagiri Sparsh is all about compassion, inclusivity and personal growth. By promoting empathy, social responsibility, ethical leadership and a sense of belonging, Rajagiri Sparsh touches lives standing true to its vision of social commitment and future leadership. Rajagiri Sparsh is conducted by NSS and various departments at RCMAS.

- NSS at Rajagiri College of Management and Applied Sciences, Kakkanad stands as a vibrant platform fostering community engagement and social responsibility among students. As an integral part of the college's ethos, the NSS Unit No. 236 actively encourages students to contribute towards the betterment of society through voluntary work and community service initiatives. NSS initiated a programme called **Snehakoodu** (Home for Homeless) by providing a shelter for the needy. The main objective of this programme was to provide a secure home for the people who are in need of it.



Sample Photo of Identification Visit for Snehakoodu



Sample Photos of Stone Laying Ceremony

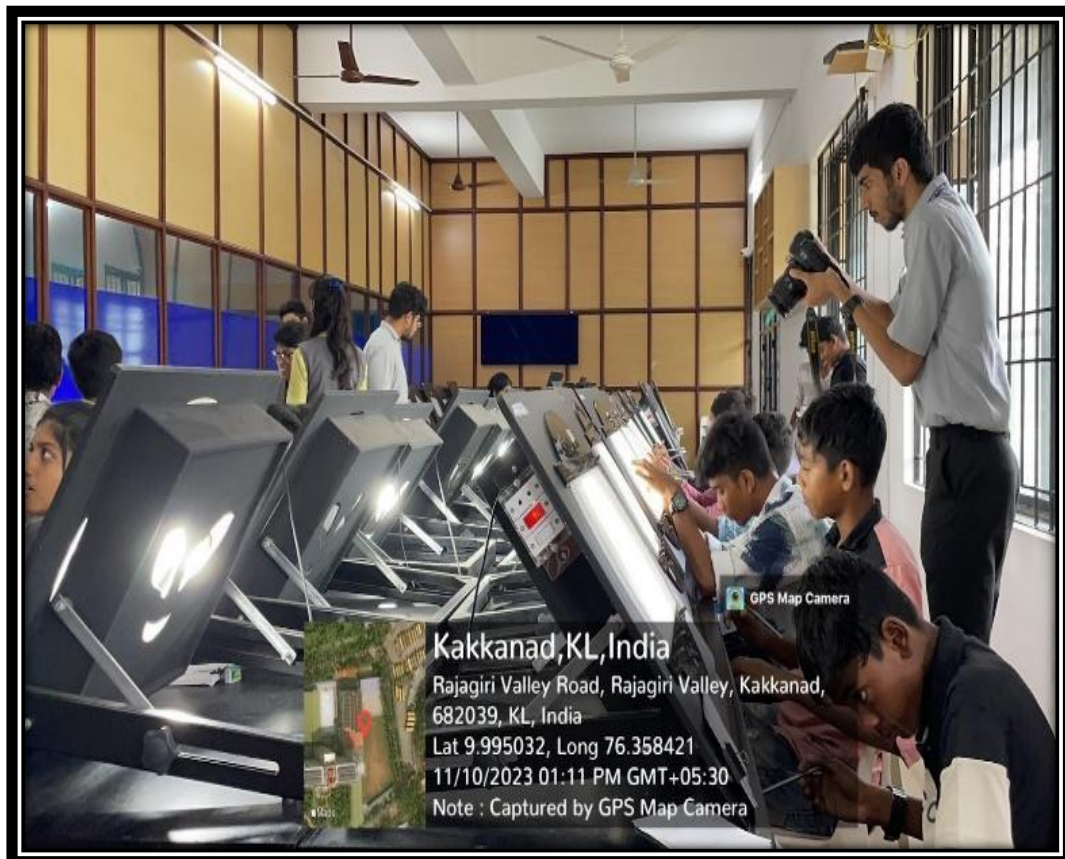


Sample Photos of House Construction

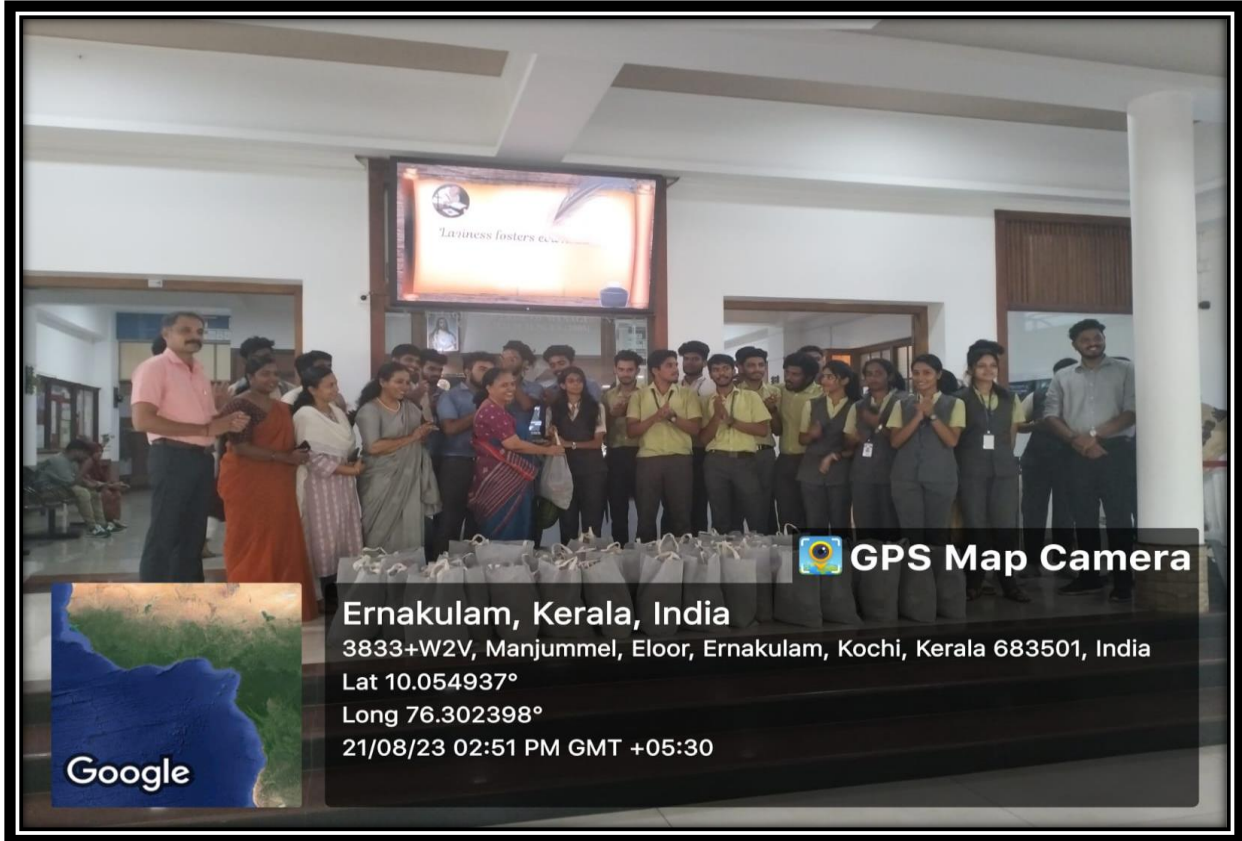


Sample Photo of key handing over ceremony of the constructed House

- Furthering the philosophy of Sparsh, the institution has ingrained a culture of compassion and benevolence that reverberates across all its departments, encouraging a shared dedication to improving society. Every department hosts a distinct Sparsh wing that contributes to the well-being of the community such as
 - Sameep by the Department of Animation and Graphic Design
 - Vidyadeep by the Department of Commerce
 - Karuthal by the Department of Computer Science
 - Thanal by the Department of Management
 - Hastah by the Department of English



Sample Photo of Animating Imagination: Flip Book Workshop for St. Joseph's Boys Home, Koonammavu under RAGA SAMEEP



Sample Photo of Alleviating Hunger: Food Packet Distribution in Kanayannur under Vidyadeep by the Department of Commerce



Sample Photo of Santhwanam Project: Compassionate Visit to Karunalayam under Vidyadeep by the Department of Commerce



Sample Photo of Community Restoration: Karuthal Phase 1 Initiative in Thallumkandam under Karuthal by the Department of Computer Science



Sample Photo of Environmental Stewardship: Adoption and Beautification of Devi Vilasam School under Thanal by the Department of Management



Sample Photos of Language Skills Enhancement: 'English for Daily Life' Session at St Mary's Higher Secondary School, Thalacode under Hastah by the Department of English

Rajagiri Sparsh initiatives thus encompasses a myriad of activities connected to:

1. **Health and Wellbeing:** A total of 17 initiatives were conducted with focus on tribal communities, Kadayiruppu local community, neighbouring families, NSS adopted village, inmates of home of faith orphanage, Karunalayam etc impacting activities connected to blood donations, anti-drug campaigns, food donations, medical aid programmes, menstrual hygiene awareness, financial assistance to fellow students, Kerala flood and COVID donations etc.
2. **Education and Literacy:** A total of 32 initiatives were conducted with focus on underprivileged schools, children of migrant workers, government schools and children's homes impacting activities connected to resource donation, skill development, infrastructure improvement, awareness programmes.
3. **Community Enhancement:** A total of 10 initiatives were conducted with focus on Kudumbasree Unit members, general public, cultural artisans, underprivileged communities impacting activities connected to financial literacy efforts, cultural preservation, social support and safety awareness.
4. **Environment & Sustainability:** A total of 10 initiatives were conducted with focus on neighbouring families, community, government schools impacting activities connected to waste management efforts, promotion of sustainable products, green initiatives and awareness through art.
5. **Social Equity and Inclusion:** A total of 22 initiatives were conducted with focus on vulnerable groups including orphans, elderly, individuals with disabilities, tribal communities, destitute families impacting activities connected to wide range of social needs from basic necessities and housing to education and infrastructure improvements

Rajagiri Sparsh thus embodies the essence of social responsibility through a harmonious blend of efforts from every department, club and committee. It's a deeply felt commitment, creating a symphony of compassion that echoes through RCMAS. This collective dedication resonates throughout the community, leaving a meaningful and lasting impact.