



RCMAS
RAJAGIRI COLLEGE OF MANAGEMENT &
APPLIED SCIENCES

Criterion VII Institutional Values and Best Practices

RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES

RAJAGIRI VALLEY P.O, KAKKANAD, KERALA 682039

An ISO 9001 : 2015 Certified Institution

Affiliated to Mahatma Gandhi University, Kottayam and Approved by AICTE

7.2

Best Practices

7.2.1

Best Practice 2

Rajagiri Sparsh

Submitted to



Best practice 2:

Rajagiri Sparsh

Introduction

Rajagiri College of Management and Applied Sciences has emerged as a guiding star of social responsibility through its comprehensive outreach and extension activities, collectively referred to as *Rajagiri Sparsh*. "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* truly "touches" lives standing true to its vision of social commitment and future leadership. *Sparsh* toils to build a community where every member is equally valued, respected and encouraged to thrive. Like a gentle touch that can bring about comfort and healing, *Rajagiri Sparsh* aims to make a real difference by addressing needs, nurturing potential and inspiring positive change, with the ultimate goal of creating a fairer and kinder world for all.

Furthering the ethos 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

Objectives:

1. To contribute significantly to the enhancement of community health and wellbeing.



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2. To address societal challenges and issues such as drug abuse, lack of education, and misinformation through educational outreach contributing to the overall upliftment of the community.
3. To contribute to alleviating hunger and poverty within the community through food donation drives and initiatives targeting socio-economic empowerment.
4. To empower marginalised communities through skill development programs and vocational training to enhance employability and economic independence.
5. To foster holistic development and social responsibility among its students and the broader community through charitable works, community engagement and sustainable practices.

Context:

At Rajagiri College of Management and Applied Sciences, commitment to society echoes through every department club and committee, encapsulated under the compassionate umbrella term - **Rajagiri Sparsh**. In the context of modern education, the relevance of such diverse initiatives is paramount. Beyond textbooks and lectures, students at Rajagiri are exposed to a holistic educational experience as quoted in the mission that extends into the heart of societal needs. The impact of these activities on students is highly transformative. Students, as contributors to these initiatives, witness firsthand the positive change they can bring to the lives of the less privileged. This direct involvement creates a sense of fulfilment and purpose, nurturing individuals who understand the importance of giving back to the community.

The simple acts of compassion lay the foundation for a more educated and enlightened society, where knowledge becomes a shared resource, accessible to all.

The activities organised on culturally, economically, regionally relevant topics



empower students with a broader perspective, fostering critical thinking and social consciousness.

In the broader community, the impact of *Rajagiri Sparsh* resonates like a ripple effect. Families benefit from food drives, children find educational resources, and communities gain access to essential healthcare. The College becomes a ray of hope, exemplifying the transformative power of education intertwined with social responsibility. Initiatives like these transcend immediate charity; they plant seeds for a better future. Students graduating from Rajagiri carry with them not only academic prowess but also a deep-rooted sense of social responsibility. They enter the professional world with a heightened awareness of the needs of the community, equipped to be conscientious contributors to society.

More than just a flock of philanthropic activities; *Rajagiri Sparsh* is a philosophy that moulds students into compassionate leaders, arming them with the understanding that positive change begins with a touch of empathy. As the college continues to champion these initiatives, it propels itself towards a future where education is not only a pursuit of knowledge but also a commitment to crafting a more compassionate, equitable and harmonious society.

Practice:

❖ Health and Wellbeing

With events ranging from blood donation campaigns to upliftment of tribal communities, the college upholds the tenor of *Rajagiri Sparsh* and exemplifies a holistic approach to societal betterment. **Blood donation campaigns**, a cornerstone of *Rajagiri Sparsh*, are held regularly highlighting the efforts of the College to save precious lives. Every year, various departments and NSS collaborating with the **Blood Donor's Club (Drop of Life)** and **Blood Bank of RCMAS** organise blood donation drives and camps, bringing together students, faculty and staff to donate the precious gift of life. Such altruistic acts help to meet the urgent need for blood in medical emergencies, and instil a sense of responsibility and empathy within the college community.



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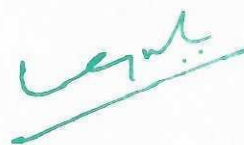
Blood Donation Camp at College held on 14 July 2023 conducted by NSS Unit

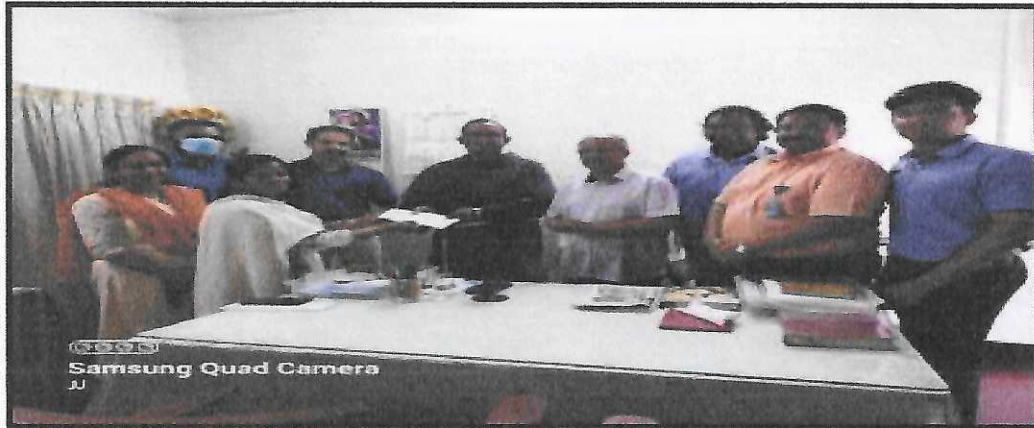
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Blood Donation Camp II in college held on 10 August 2023 conducted by NSS Unit

No:236.

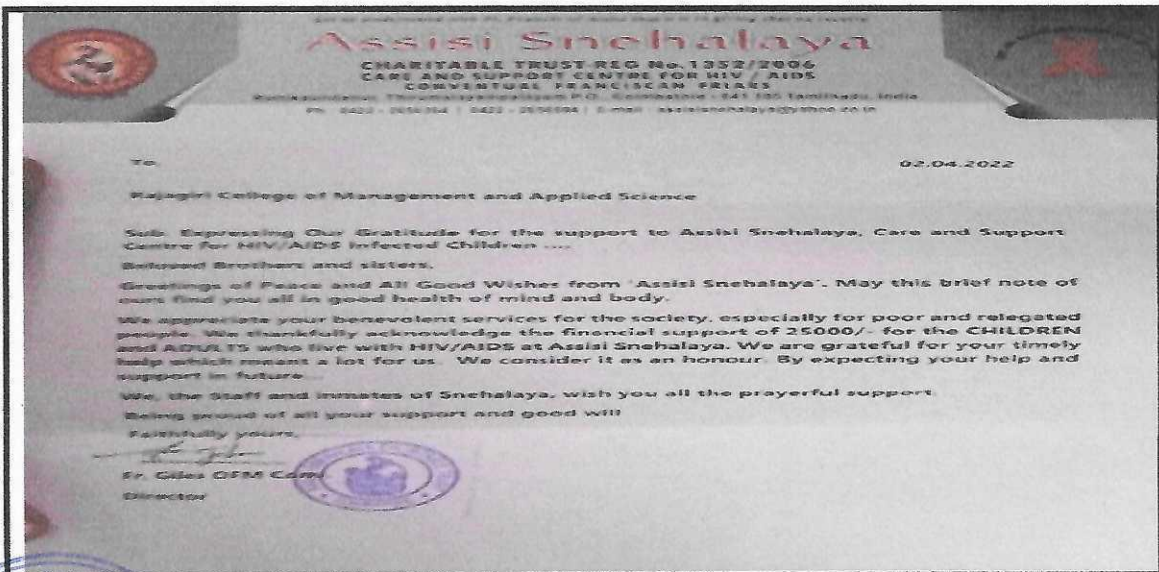




Samsung Quad Camera
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AIDS Awareness Contribution to Assisi Snehalaya held on 2 April 2022 conducted by Rajagiri Sparsh which also provided financial aid to HIV affected.



Appreciation Letter from Assisi Snehalaya

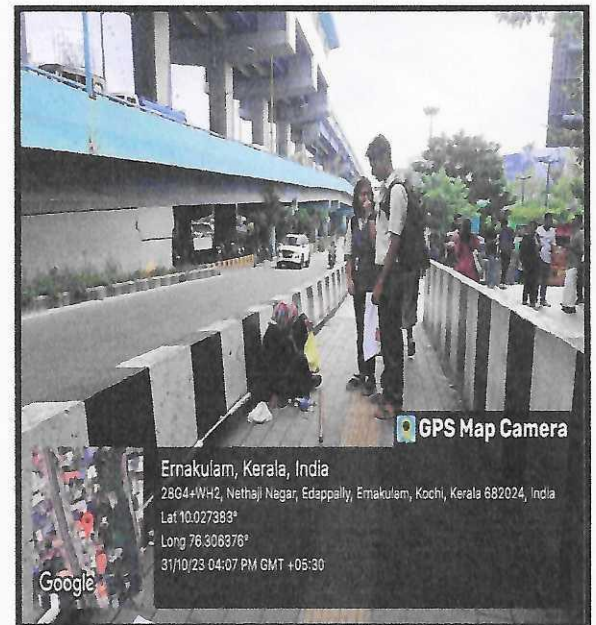


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Food donations to the needy stand as a poignant illustration of the endeavours of the college to eradicating poverty and hunger. All the departments and clubs frequently organise food donation initiatives like *Pothichoru*, *Oru Pothi Sneham*, *Harmony Plates*, *Onasadya distribution and donation of Christmas Kits* (during ethnic and regional festivities), ensuring that surplus, unused food and food supplies are channelled to those who need it the most.



On 15 Sep 2023, 20 underprivileged members of the society were given food packets under the programme 'Pothichoru' by Department of English



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On 31 October 2023, 20 underprivileged members of the society were given Pothichoru under the programme 'Pothichoru' Reaching the Needy conducted by the Department of English.



Visit and rice packet distribution to Avedana bhavan, Thalayolaparambu held on 7 October 2023 conducted by the Department of Commerce.



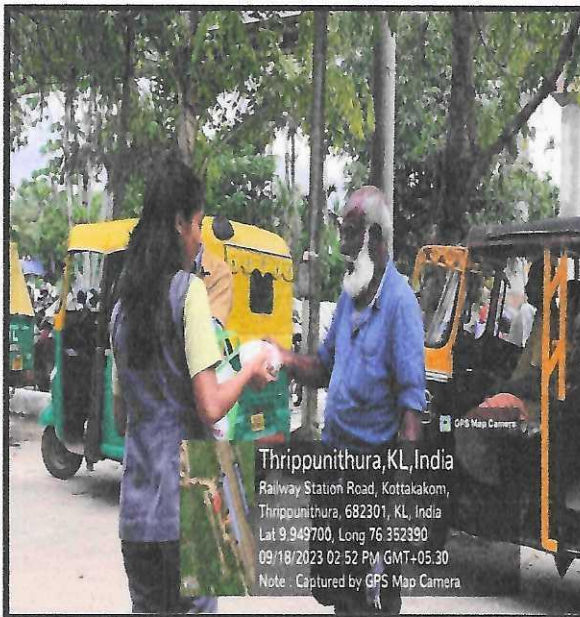
Food Packet Distribution at Kanayannur Village, Ernakulam held on 21 August 2023 conducted by the Department of Commerce in association with NSS Unit.



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Nutrition For Families: Grocery Packet Distribution in Nilampathinjamugal, Ernakulam to 50 families in Nilampathinjamugal, held on 22 August 2023 conducted by the Department of Commerce.



Nourishing the Community: Oru Pothi Sneham- Meal distribution held on 18 September 2023 conducted by the NSS Unit No:236.



Legal

Medical aid programmes, glorify the allegiance of the institution to health and well-being, extending a helping hand to those in need. Collaborating with healthcare professionals, the college organises free medical camps, providing essential healthcare services like *Hrudayathalam*- an awareness campaign about heart issues and prevention, *Eye care medical camp* for the local community of Kadayiruppu, *Beatcheck* for monitoring the health parameters like blood pressure in the neighbouring families, providing sustenance and support to cancer patients and families, Celebration of World Mental Health Day with the inmates of Karunalayam in collaboration with Kochi water Metro Limited, the distribution of palliative care supplies to the NSS adopted village, An awareness session on menstrual hygiene for the inmates of Home of Faith Orphanage, providing financial assistance to fellow students for meeting their medical expenses and copious donations in cash and kind during natural disasters. These initiatives underline our mission to foster socially responsible citizens.



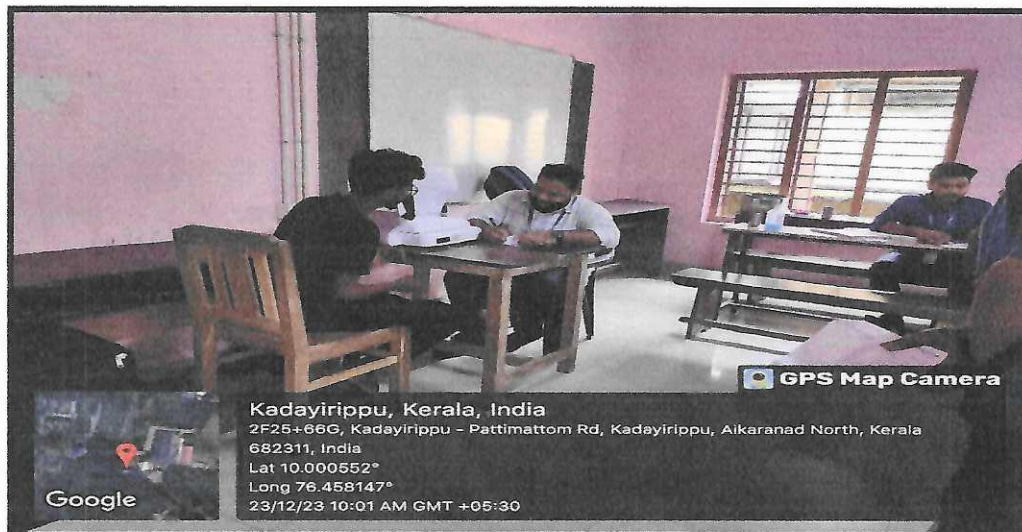
Medical Camp in Kunnathunad at SNLP School, Mamala held on 4 November 2023 conducted by the Department of Commerce in association with NSS Unit no 236.



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Medical Supplies Distribution to Peace Mission Centre held on 20 December 2023 conducted by the Department of Management, NSS & IQAC.



Improving Community Health: Eye Care Medical Camp for Local community of Kadayirippu held on 23 December 2023 conducted by the Department of Computer Science.



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Financial assistance was given to our student of M2C(2022-25) for meeting his surgery expenses held on 2 August 2023 conducted by the Department of Commerce.

Impact Analysis

Health and Wellbeing- 17 initiatives	
Reach	The initiatives have benefited 1,252 individuals with a budget of approximately ₹3 lakhs.
Special focus groups	Tribal Communities, Local Community of Kadayiruppu, Neighbouring Families, Inmates of Karunalayam, NSS-adopted Village, Inmates of Home of Faith Orphanage etc.
Diversity of Impact	The activities include Blood donations, Anti-drug campaigns, Food donations, Medical aid programmes, Menstrual hygiene awareness, Financial assistance to fellow students, Donations during natural disasters like Kerala Flood & Covid 19 pandemic etc.
SDG Alignment	SDG 1, SDG 2, SDG 3, SDG 4, SDG 5, SDG 10, SDG 11, SDG 12, SDG 13



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❖ Education and Literacy

Recognizing the transformative power of education, the donation of books, learning accessories, peer teaching sessions and the setting up of libraries for school kids serve as a catalyst for social change. Various departments organise book drives all the year round collecting and distributing educational resources to underprivileged schools and communities in the neighbourhood. *Librocazar*- Distribution of study materials, *Peer-teaching sessions on GST* for secondary school commerce students, *Vidyadeepam* initiative for LP school kids on computer literacy, imparting computer knowledge and skills for the students of Sevagram, Stationery Kit Donation for Govt. Children' Home, *Edu Connect*- Laptop Donation to LP School kids, Learning accessories and toys donation to Anganwadi, *Tech Learn*- Imparting basic computer skills to school children, *Kiranam* by NSS to inculcate digital literacy to children of migrant workers, *The Ghibli Film Festival Project* to promote animation and film skills in school students, *Aasha Kiranam*- Donation of books and establishment of library in various schools, Donation of water purifier to LP School Irumpanam, Awareness classes for enhancing access to education for all besides promoting a culture of knowledge sharing and empowerment.



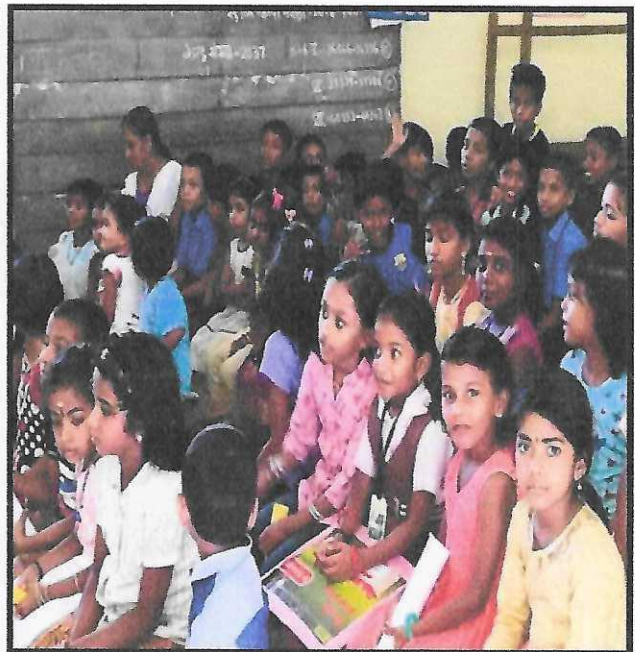
On 14 March 2022 Rotaract Club donated books to Govt L.P School Maradu which contributed to the empowerment and development of young minds.



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Empowering Literacy- Library Book Donation to SVLP School, Tripunithura held on 26 September 2023 conducted by the Department of Commerce.



Student learning material distribution to Mukkoottuthara Govt. U.P. School, North Mazhuvannoor held on 18 June 2019 conducted by the Department of Commerce.



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On 1st June 2019 the Department of Management adopted Devi Vilasam School.



Book Donation at Govt. Girls Children Home - Donated books to Children's home, Kakkanad held on 14 December 2023 conducted by Jesus Youth Club.



Jesus



On 12 December 2019 the Department of Management donated tiles for Devi Vilasam School to enhance the school's infrastructure.



Technology for Education: Provision of a Projector to Enhance Learning at Devi Vilasam School held on 15 October 2019 conducted by the Department of Management.



Impact Analysis

Education and Literacy- 32 initiatives	
Reach	The initiatives have a significant reach, benefiting 25 schools and 1,128 individuals with about 1,000 student participants involving a budget of about 1.5 lakhs.
Special focus groups	Underprivileged schools, Children of Migrant Workers, Government Schools and Children's Homes
Diversity of Impact	The activities include Resource donation, Skill development, Infrastructure improvement and Awareness programmes.
SDG Alignment	SDG 4, SDG 5, SDG 10, SDG 17

❖ Community Enhancement

Awareness classes and community-engaging workshops of contemporary relevance, conducted with meticulous planning, engage the community on a myriad of topics. These sessions cover critical aspects such as knowledge upgradation, skill building, environmental conservation and more. *Internet banking awareness* for Kudumbasree Unit, Vennala, *Extension activity on public transport usage* for the general public are a few to mention. *Screw pine* workshop for Cultural craftsmanship, Donation of Clothes, Sexual Harassment Awareness to Children of Migrant Workers of Kalamassery are a few others to name.



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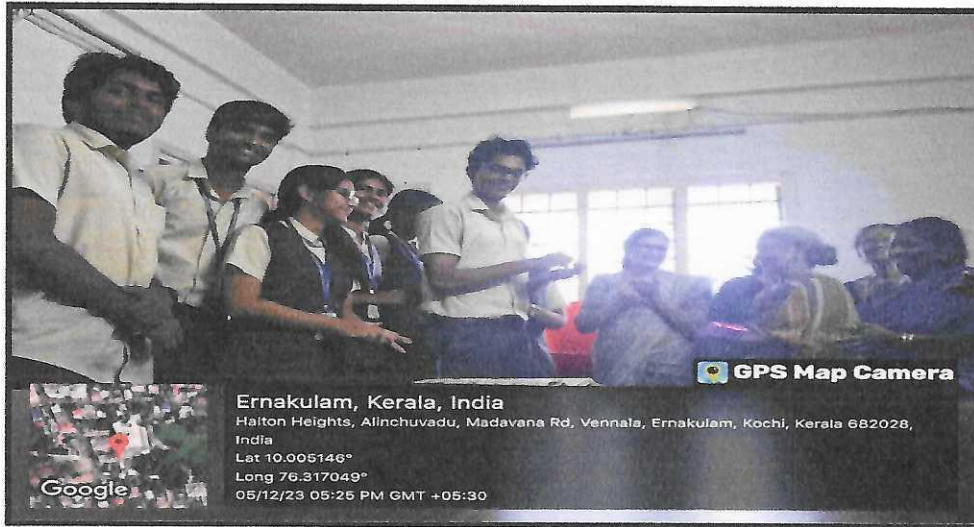


Cultural Craftsmanship: Screw Pine Weaving Workshop held on 19 October 2023 conducted by the Department of Animation & Graphic Design.

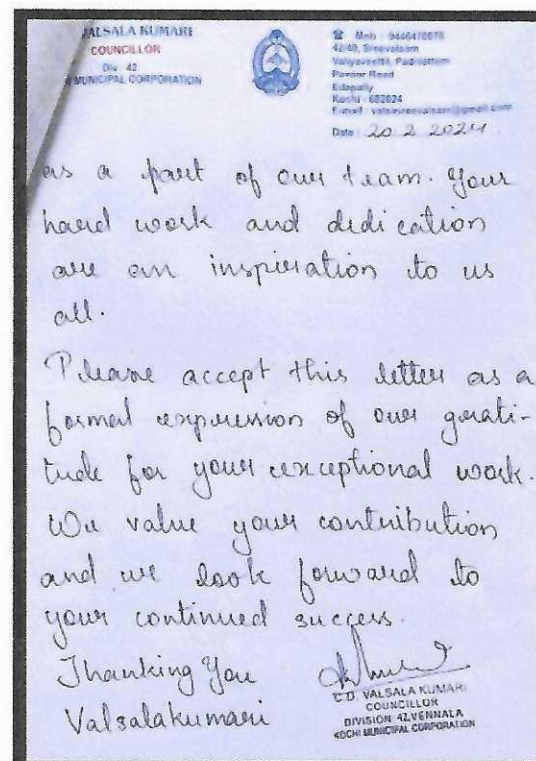
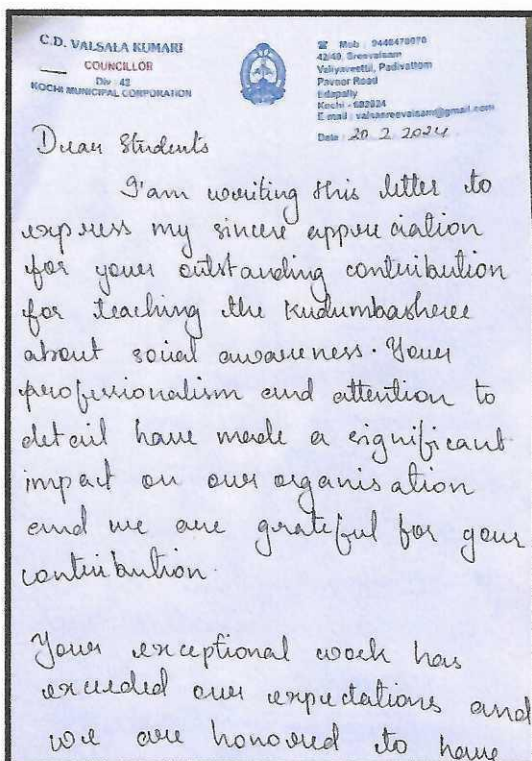


GST Awareness Session at Mar Coorilose Memorial HSS, Pattimattom held on 12 January 2024 conducted by the Department of Commerce.



Enhancing Financial Skills: Internet banking classes to Kudumbasree members, Vennala held on 5 December 2023 conducted by the Department of Commerce.



Appreciation Letter from Kudumbasree Unit, Edapally



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Impact Analysis

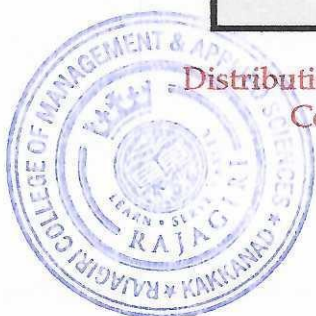
Community Enhancement- 10 initiatives	
Reach	The initiatives have benefited over 150 individuals, with --- active student participants.
Special focus groups	Kudumbasree Unit Members, General Public, Cultural Artisans, Underprivileged Communities
Diversity of Impact	The activities consisted of Financial Literacy Efforts, Cultural Preservation, Social Support and Safety awareness.
SDG Alignment	SDG 5, SDG 8, SDG 10, SDG 11

❖ Environment & Sustainability

Distribution of Plant saplings and Jute bags in the neighbouring families and community, School Cleaning Initiative at Devi Vilasam School, Planting Saplings, Donation of waste Bin to Government Secondary School, *Ecologix*-cloth bag distribution, Promotion of eco-friendly carry bags, *The Throbe of Life*-art installation created by Department of Animation with used plastic bottles etc are a few initiatives where the College plays a pivotal role in creating informed and responsible citizens of tomorrow.



Distribution of plant saplings and grow bags to the neighbourhood of Rajagiri College on 28th November 2019 by Department of Commerce.



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On 5th June 2019 the department of management planted tree saplings at Devi Vilasam School.



Sustainable Living Campaign: Jute Bag Distribution held on 18 June 2019 conducted by the Department of Management.



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Eco-Conscious Survey: Assessing Plastic Use in Local Neighbourhoods held on 14 June 2019 conducted by the Department of Management.



Sustainable Lifestyle Promotion Ecologix - Cloth Kit Distribution to Public in and around Kakkannad Collectorate premises held on 16 October 2023 conducted by Department of Commerce.



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DCEKM 10848/2023-A1

12/10/2023

DCEKM/10848/2023-A1

Collectorate, Ernakulam
Date : 31-10-2023

From,
The District Collector
Ernakulam

To,
Rajagiri College of Management and Applied Sciences
Kakkanad

Dear Students,

I extend my heartfelt appreciation to the students of Rajagiri College of Management and Applied Sciences, Commerce Department (Logistics Second year students) for their exemplary efforts in organizing and conducting the Eco friendly Cloth Kit distribution event, Ecologix, at the Civil Station Premises, Kakkanad on 16.10.2023.

Your green initiative aligns perfectly with our mission to contribute to the welfare of the community and reflects positively on the values upheld by the Government.

I sincerely appreciate each member of your Commerce Department for your outstanding contribution to this community service project.

Signed by
Shajahan S
Date: 31-10-2023 08:51:25 For District Collector,
Deputy Collector (General)

Yours Faithfully,

Appreciation from Deputy Collector, Ernakulam

Impact Analysis

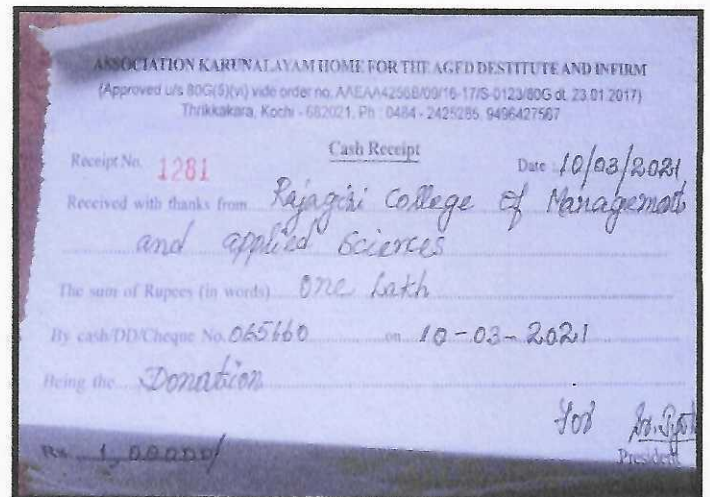
Environment and Sustainability- 10 initiatives	
Reach	The initiatives have benefited over 200 individuals, with 150 active participants. The budget involved was approximately 70 thousand.
Special focus groups	Neighbouring Families and Community, Government Schools
Diversity of Impact	The initiatives included Waste Management Efforts, Promotion of Sustainable Products, Green Initiatives and Awareness through Art.
SDG Alignment	SDG 4, SDG 10, SDG 11, SDG 12, SDG 13, SDG 15, SDG 17



Signature

❖ **Social Equity and Inclusion**

Beyond these recurring initiatives, Rajagiri Sparsh also organises charitable services and projects for the upliftment of underprivileged sections and tribal communities like Visits to Valsalyam Sisubhavan (Children' Home) during festive season, *Santhwanam*-Donation of essentials to Karunalayam (Old Age Home), Supply of baby products to Snehajyothi Sishibhavan, installation of CCTV cameras in the premises of Valsalyam Sishubavan, Visit to Government Children's home,, *Logi Care*- Kitchen receptacles distribution to Juvenile boys' home, Wheelchair donation to individuals with physical disabilities in the neighbourhood, Distribution of learning aids to the children of all Kerala Wheelchair Association, *Flip Book Animation Workshop* for the inmates of St. Joseph's Boys' Home, *Renovation of Tribal Community Hall*, Idamalayar, *Renovation of Uuru Vidya Kendram and Community Hall* of Thalumkandam, Adoption of Schools and a village, *Snehakoodu: Housing Project for Families in Need* a project undertaken by NSS to build homes for destitute families, Old Age Home Visit by *Kiranam*, NSS, Donation of cleaning supplies to the inmates of Home of Faith Orphanage, Clothing drive for the inmates of the orphanage, exemplify without doubt our diligence in community development.



On 10th March 2021 The Social Awareness Club made a financial contribution of Rs 1,00,000 to COVID-Affected Karunalayam.



Legat




Support for the Elderly: Donation to Deivadhan Old Age Home, Malayattoor held on 11 March 2022 conducted by Rajagiri Sparsh.



Donation of Clothes to Home of Faith orphanage held on 22 August 2023 conducted by the Jesus Youth Club.



Educational support 'Aasha Kiranam' Initiative for Tribal School students at Govt. UP School Idamalayar held on 17 February 2024 conducted by Nature Club/Haritha Karma Sena in association with NSS Unit no 236.



Government Of Kerala
Scheduled Tribes Development Department
OFFICE OF THE TRIBAL EXTENSION OFFICER, EDAMALAYAR
KUTTAMPUZHA, 686681

PHONE : 9496070361 e-mail: teoedamalayar@gmail.com
03/04/2024

CERTIFICATE OF APPRECIATION



It is to express our sincerest gratitude for the exceptional support and invaluable assistance provided by Haritha Karma Sena (Nature Club), Rajagiri College of Management and Applied Sciences, Kakkanad in association with NSS (Unit no.236) and Internal Quality and Assessment Cell (IQAC), in collaboration with NSS (Unit no.236) and the Internal Quality and Assessment Cell (IQAC), under the leadership of Dr. Chandralal V S and Ms. Ashu James, Assistant Professors at Rajagiri College of Management and Applied Sciences, Kakkanad.

Your generous donation of learning accessories and establishment of a library at Govt. UP School Edamalayar have made a profound impact on the educational environment and opportunities available to the students. Your commitment and dedication to social responsibility through your CSR initiatives are truly commendable and serve as an inspiration to us all.

The resources provided by your organization will undoubtedly enhance the learning experience and academic achievements of the students at Govt. UP School Edamalayar, opening doors to a brighter future for each and every one of them.

Once again, we extend our deepest gratitude for your invaluable contributions. Your generosity will be remembered and cherished by the entire school community for years to come.

Thank you for making a difference in the lives of the students at Govt. UP School Edamalayar.

Tribal Extension Officer

Appreciation Letter from the Tribal Extension Office, Edamalayar



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Impact Analysis

Social Equity and Inclusion- 22 initiatives	
Reach	The initiatives have benefited over 600 individuals, with about 500 active participants with a budget of approximately ₹2 lakhs.
Special focus groups	Diverse vulnerable groups including Orphans, Elderly, Individuals with Disabilities, Tribal Communities and Destitute Families.
Diversity of Impact	The projects cover a wide range of social needs from Basic Necessities and Housing to Education and Infrastructure Improvements.
SDG Alignment	SDG 4, SDG 8, SDG 10, SDG 11, SDG 16

Rajagiri Sparsh stands in the simplest of terms as a symphony of social responsibility, where every department, club and committee plays a unique note in the collective pursuit of societal well-being. The institution's recognition of social responsibility goes beyond the concept of duty; as a heartfelt melody that resonates through the hallways, echoing the spirit of compassion and making a lasting impact on the communities it serves.

Evidence of success:

- Flourishing collaborations with local businesses, NGOs and Government Bodies stand as vivid markers of success. The active engagement of the college with external stakeholders proves a harmonious synergy that extends the reach and impact of Rajagiri Sparsh initiatives.
- The resonance of success echoes through the empowered voices of students who actively contribute to Sparsh initiatives. Their testimonials, shared through various platforms, narrate stories of personal growth, heightened empathy, and a profound sense of purpose cultivated through their involvement.



- The success of *Rajagiri Sparsh* is measured through sustainable impact metrics. Quantifiable data, such as the number of lives touched, educational resources distributed or positive health outcomes achieved, gives a vivid picture of the lasting impact that transcends the temporal boundaries of individual initiatives. The *Snehakoodu* Project that constructed houses for three families, tribal upliftment initiatives, contributions in cash, educational resources and other amenities have been beneficial for over 25 schools.
- Heartfelt testimonials from community members and local leaders serve as proof to the success of *Rajagiri Sparsh*. 40 Acknowledgement and Appreciation letters from local authorities, civic bodies and government sectors further affirms the positive imprint left by the college within the broader community.
- The active involvement of alumni in sustaining and expanding *Sparsh* initiatives is an indication of the enduring impact of the program. Their continued contributions, both in terms of resources and time, highlight the transformative influence *Rajagiri Sparsh* has had on its graduates.
- Elevated community engagement, marked by increased participation in shaping and steering initiatives is evidence of a shared commitment to positive change. NSS, IEDC and DIY clubs endorse the same.
- Tangible improvements in academic performance and community involvement among students are significant as all the *Sparsh* activities are student-led. The influence on holistic student development in our mission is reflected in academic achievements, leadership roles and increased participation in social service initiatives.
- The success of *Rajagiri Sparsh* is embodied in the positive cultural shift within the college itself. A palpable sense of social responsibility, empathy and community service permeates the campus, creating an environment where students, faculty and staff actively embrace and champion the values espoused by the initiative.



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Problems encountered and resources required

- Challenges in sustaining long-term impact.
- Balancing academic pressures with social initiatives.
- Logistical challenges in remote areas.

Solutions implemented: Centralised resource allocation, extensive collaborations, flexible academic schedules, cultural liaisons and comprehensive impact evaluation.



PRINCIPAL
Rajagiri College of Management & Applied Sciences
Rajagiri Valley, P. O., Kakkannad - 682 039