



# CANARA COLLEGE

Managed by Canara High School Association, Mangaluru  
Reaccredited by NAAC and Affiliated to Mangalore University



Mahatma Gandhi Road, Kodialbail, Mangaluru – 575 003, D. K. District, Karnataka

E-mail : cnrcollege@yahoo.co.in

Ph. No : 0824 – 2492366

Web : www.canaracollege.com

## INTERNAL QUALITY ASSURANCE CELL (IQAC)

### ANNUAL QUALITY ASSURANCE REPORT (AQAR) 2020-21

#### Criterion 7 : Institutional Values and Best Practices

##### Key Indicator 7.2. Best Practices

##### Metric 7.2.1. Two best practices successfully implemented by the Institution as per NAAC format

Response :

##### BEST PRACTICE-1

##### Title of the Practice

Raising Awareness, Educating the Public

- “ASHA KIRAN : A Ray of Hope” - Online Campaign to Spread COVID-19 Vaccine Awareness
- Awareness Campaign on BLACK FUNGUS
- “SAHA YOGA” - Online Campaign for Physical and Mental Health

##### Objectives of the Practice

The launch of the online campaign “Asha Kiran”, through its life saving messages, aimed at achieving the following objectives :

- Create awareness about COVID-19 vaccination and educate the general public about the benefits of vaccination.
- Disseminate timely, accurate and transparent information about the vaccine.
- Address “Vaccine Hesitancy” that could arise because of apprehensions around vaccine safety, efficacy and any other myths and misconceptions.
- Enhance public trust in the COVID-19 vaccine.
- Ensure vaccine acceptance and encourage uptake.
- Endeavor to break the chain of transmission and thus limit the spread of the deadly coronavirus infections.
- Mobilize young students to promote COVID-19 vaccination drives.

To augment the efficacy of the vaccine and to boost the immunity of the population, “Saha Yoga”, the online awareness campaign, too, was initiated. Its objectives were to :

- Make people realize the importance of yoga for healthy life.
- Elucidate that through systematic and regular yogic practices the body's resistance power to fight against the disease could be enhanced.
- Achieve the integration of the body, mind and thought so as to work for good ends.
- Harness the potentiality of the mind.





- Ameliorate mental health and help achieve emotional stability.

### **The Context**

The COVID-19 pandemic that emerged in Wuhan, China, in late 2019, soon became a global pandemic spreading to many countries and claiming lakhs of lives; and still continues to threaten the world. A vaccine was a great and only hope to limit the pandemic infection. Soon, the world found its elixir. While the rapid development of vaccines against COVID-19 was an extraordinary achievement, successfully vaccinating the global population presented many challenges, from production to distribution, deployment and importantly acceptance.

Aptly did Barry Bloom say – “The most important ingredient in all vaccines is trust.” Trust in the vaccines is vital and is critically dependent on the ability of governments to communicate the benefits of vaccination and to deliver the vaccination safely and effectively. While only a small minority of the population held strong anti-vaccination views, hesitancy about COVID-19 was evident in the majority.

Communication has been an important cornerstone in the efforts of the governmental health machinery to educate the masses and for the expeditious roll-out of the COVID-19 vaccine. In this regard, public health education has been considered as an effective measure to prepare the population to face this disastrous health emergency and take preventive steps to reduce this lethal disease. Due to poor knowledge between populations about types of vaccine, its dosing recommendations, and the poor commitment to hygiene practices, the national and international health organizations resorted to organizing campaigns to increase the public awareness level about COVID-19 vaccine.

Awareness campaigns not only create awareness, alleviate panic, but also encourage positive attitude and motivate desired healthy practices. But, the COVID-19 infodemic has been a constant challenge and impediment that has been challenging the world and our country too. The importance of clear, accurate, consistent communication which is responsive to people’s need, was never been more critical, as it was at that time. It was, therefore, imperative to have more public engagement and participation. It was with the benign intention to augment and fortify the governmental efforts that Canara College initiated the launch of “Asha Kiran”, an Online Awareness Campaign to do its bit in the global combat against the culpable virus.

Strengthening the cause further, another online campaign, “Saha Yoga”, too, was launched to inspire the public to take up yoga as a healthy way of living.

### **The Practice**

From May 14, 2021 to August 25, 2021, the NSS units of Canara College organized a social media online campaign namely, “Asha Kiran : A Ray of Hope” to spread awareness about the COVID-19 vaccines. In this 100 days' endeavor, the NSS volunteers highlighted the importance of immunization against COVID-19. The online awareness campaign aimed to empower people with right knowledge for taking informed decision about the vaccine. While aiming to build public confidence and trust on the safety and efficacy of the vaccine, the campaign also reiterated the need to maintain and sustain the key preventive COVID appropriate behaviors – wearing face masks, social distancing, prompt testing and isolation - during and after vaccination. The primary objective of the campaign was to mitigate the vaccine hesitancy by providing accurate, clear and transparent information that countered all the misinformation and helped people inoculate against false claims. People were made aware that the COVID-19 vaccines provide strong protection against serious illness, hospitalization and death.





A total of 230 enthusiastic and diligent NSS volunteers created the posters and shared it on their WhatsApp status, Instagram handles and Facebook pages. These posters were also uploaded in the College Official Facebook Account and NSS Instagram Handle.

The NSS Units of Canara College, Mangaluru, also organized a six day social media online campaign, from May 20 to June 05, 2021, to create awareness on black fungus. The volunteers provided all the required information about black fungus, that is, the causes, precautions symptoms and treatment of black fungus. 114 NSS volunteers disseminated these life saving messages by creating posters and sharing it on all the available social media platforms.

With the objective of familiarizing our ancient Indian cultural heritage, 'Yoga', bestowed by our seers and sages for the welfare of humanity, the NSS Units of Canara College began a 16 day online campaign, namely, "Saha Yoga" from June 14 to June 29, 2021 which also includes the International Yoga Day that falls on 21st June. The campaign illuminated that yoga is not just a practice but a powerful tool with which one can attain harmony of body, mind and soul and it also possesses a unique ability to make the body not only alert but also relaxed. Most importantly, the campaign emphatically emphasized the immunity boosting potential of yoga. Different yogic poses like Vajrasana, Sarvangasana, Mayurasana, Bhujangasana etc. which cure the postural deformities, occurring due to the sedantic lifestyle, were made aware to the general public. The campaign highlighted the numerous benefits of yoga: builds muscle strength, flexibility and confidence, relieves stress, improves stamina, replenishes energy and helps lead a peaceful and healthy life.

To sum up, in the light of the ongoing coronavirus pandemic where "Keeping fit is the key to happiness", these asanas come as an elixir.

### **Evidence of Success**

The challenge posed by the pandemic has once again proved country's significant indigenous capability not just in terms of vaccine manufacturing but also research and development capacity. Moreover, social media, too, has played a critical role in creating and influencing perceptions across the wider public as they can reach and engage larger audience quickly. The results were in real-time and the channels cost-effective.

Success is always measured by the outcomes and impact. By launching awareness campaigns and displaying the available information about COVID-19 vaccine in all its transparency, the relentless efforts of the NSS Units of Canara College have met its goal to a large extent.

- The online campaign created public awareness about covid-19.
- The posters issued alleviated the vaccine hesitancy in confronting the coronavirus infection.
- Awareness and health promotion campaigns have definitely dispelled many misinformation and myths from the minds of the masses and thus helped them to get inoculated against false claims.
- Instilled public confidence and trust in the effectiveness and safety of the vaccines.
- Students' creative content motivated individuals to get vaccinated.
- The campaigns, also, promoted health recommendations and medical guidelines.
- Successfully mobilized the young students who resolved to promote vaccination against COVID-19, and also expressed a strong desire and intent to help end the pandemic.
- Participants' feedback is a good yardstick to measure the extent of success. Majority of the participants in their feedback promised to encourage family and friends to get vaccinated.





- After the awareness campaign on COVID-19 vaccines, most of the people responded in a prompt and proactive manner which eventually enhanced the uptake of the vaccines.
- Through dissemination of life-saving messages, Canara College, has considerably contributed towards achieving the national vaccination target.
- The campaign provided a wonderful opportunity to the students to not only get involved with the community and build their resume, but also to use their creative minds to contribute to a really important moment in public health.
- “Saha Yoga” made the students and the people aware of the preventive, promotive and curative aspects of yoga.
- The general public understood the importance of yoga as an antidote for the many of the psychosomatic and lifestyle disorders of the modern life; and above all, as an immunity booster against viruses.
- The assiduous initiative of the NSS Units of our college was greatly appreciated, for their creative and meticulously planned posters and for their well-disseminated online messages, by the State NSS Office, Bangalore and NSS Office of Mangalore University.

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

Despite widespread recognition that COVID-19 is a critical issue to people all around the globe, many remain unwilling to be vaccinated.

- It is obvious that the approval and roll out of the vaccines does not herald the immediate end of the health crisis, as attaining herd immunity will require the vaccination of a very substantial proportion of population, and therefore a major challenge.
- The widespread disinformation triggered by the pandemic has undermined vaccine acceptance.
- Though the development of the COVID-19 vaccine has been a remarkable success story, to engender trust in the vaccination programs, given the impact of the infodemic, still seems to be a daunting task.
- The hesitation towards vaccination with the COVID-19 vaccine remains a problem worldwide. Lack of clinical trials for the vaccine, fear of vaccine side effects and rumors of the presence of active viruses in vaccines are some leading obstacles that hinder the success of the vaccine campaign.
- The uneducated people who cannot deal with the online application could not be reached and made aware of the infection.
- The big challenge was to understand the needs and perspectives of specific audiences and how to target and tailor messages.
- The usefulness of these awareness campaigns was highly based on the society's collaboration and acquiescence.
- Speaking about yoga, daily practice can bring in the desired results, but sparingly done is a dead investment.

### **Notes (Optional)**

The online awareness campaigns have, undoubtedly, contributed towards a gradual dissipation of initial fears about the safety of novel vaccines and it also reflects that being vaccinated gradually will become normative and will increasingly be accepted as the path out of restriction and confinement. The convergent efforts of each one of us will, undeniably, herald the end of the pandemic soon.





## BEST PRACTICE-2

### Title of the Practice

Sensitizing Youth against Drug use – “Anti-Drug Awareness Campaign by NSS Volunteers”

### Objectives of the Practice

- To educate young students about the ill effects of drug use
- To instill the belief that most young people do not use drugs.
- To educate and enable the students to reject illicit drugs.
- To prevent drug use and encourage occasional users to discontinue use.
- To sensitize the NSS volunteers to take a pioneering role in creating an atmosphere where drug abusers and peddlers will have no place in society.

### The Context

One of the most unfortunate yet common addictions that affect millions today is drug addiction, which is also referred to as substance-use disorder. There are over 190 million drug users around the world and the problem has been increasing at alarming rates, especially among young adults. The reality of youth drug use defies all stereotypes. Youth drug use rates are more or less consistently higher across all gender, racial and ethnic, income, and geographic boundaries. Drug abuse and addiction is catastrophically rising throughout India. According to recent surveys, India has at least seventy million drug addicts.

Even a single youth falling prey to the social evil of drug addiction is a colossal loss to the society. The spread and entrenchment of such reprehensible habits among the relatively young segments of society ought to be arrested at all cost. It is, therefore, critically important that primary prevention efforts address all young people as well as the adults who influence them. This is the responsibility not only of the governmental agencies, the non-governmental philanthropic agencies but also of each individual to collaborate and supplement each other's efforts for an effective solution to the problem of drug addiction through education, awareness campaigns, mass media programmes and stringent legal actions. So, considering it as its bounden duty towards the society, Canara College, too, resolved to make its significant contribution in this herculean task of fighting out the social scourge of drug addiction, and, therefore, launched an anti-drug campaign.

### The Practice

To eradicate drug abuse among youth, the NSS unit of Canara College, Mangaluru, launched an anti-drug campaign on February 17, 2021. In this campaign, the NSS units continued to spread the message of awareness through various programmes throughout the year. The campaign was inaugurated by Mr. Devi Prasad, Special Officer, Office of the Regional Joint Director, Department of Collegiate Education, Mangaluru. In his inaugural speech he stated that youth are the largest source of a nation and it must be directed in a positive way for their happy, healthy and holy living. Only the youth can save themselves by conducting large number of events by spreading the anti-drug messages to make a significant impact in the society.

A renowned public speaker on drug awareness, Mr. Ganesh Mulky Nayak, was also invited as a resource person for creating awareness on the ill effects of drug and alcohol consumption. Mr. Ganesh Nayak, in his motivational speech, informed that every day India sees ten suicides related to drug abuse. Citing a close to heart incident from his college days, he expressed the view that it is often the overconfidence of the parents in their child's behavior that leads to ignoring or neglecting the behavioral changes that may result in irreparable damage to the personality or even





loss of life of the victim. He said that substance dependency and drug abuse lead to criminal behavior and reckless lifestyle in the youth. He also pointed out a report by the Central Government which stated that the vast majority of youth are now receiving drug and alcohol prevention messages from sources such as TV, radio, posters, pamphlets, movie ads and campaigns as this. Furthermore, he highlighted the report on its special analysis which showed that those who have been exposed to such messages are significantly less likely to abuse drugs. The inaugural programme concluded with an anti-drug oath administered to 159 NSS volunteers by the college Principal.

Moreover, in order to augment the reach and to spread the awareness message among the masses, an Online Anti- Drug campaign was also organized by the NSS unit of Canara College on February 17, 2021 to June 30, 2021 with the purpose of promoting the primary prevention of drug abuse through social media platforms. NSS volunteers created posters and shared it on their WhatsApp status, Instagram Handles and Facebook pages.

### **Evidence of Success**

“Prevention is better than cure”, goes the old adage. In a scenario where the fast changing social milieu, among other factors, is the main contributor to the proliferation of drug abuse, the anti-drug campaigns play a pivotal and decisive role. Through these programmes, youth-influential adults like educators, leaders and youth icons positively impact the youth and inspire them to a considerable extent. The primary aim of the Online Anti-Drug Media Campaign conducted by our Institute was to promote the primary prevention of drug abuse, which means preventing drug abuse even before it starts. The evidence of success of these campaigns organized by our institute is felt from the following positive outcomes of the practice :

- Sensitized the students about the ill effects of drug use.
- Enhanced their perception that a drug free lifestyle, undeniably, leads to a variety of positively valued consequences.
- Motivated the NSS volunteers to conduct many more such events campaigning the anti-drug messages in social media.
- Contributed in nation building by creating a healthier work force.
- Provided a great opportunity and satiating experience to the NSS volunteers to create and share on the social media their thoughts via posters.
- The initiative was lauded by the State NSS Office, Bengaluru and NSS Office of Mangalore University.
- Online media being a powerful tool for social change has raised awareness on drug abuse among the general public.
- Instilled in students the Institutional motto to lead a righteous life.

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

- Given the nature of the campaign, goal, and the social and psychological conditions that must be influenced to achieve the objective, organizing such campaigns is a challenging and onerous task.
- At times, to adhere to the scheduled programmes as per date alongside the tight schedule of the university academic calendar is no less than walking a tightrope.
- To bring about a measurable change in the beliefs and behavior or to expect to have an effect on the target group such campaigns must be sustained over a period of time.
- As online or media campaign messages is a process characterized by accretion, it works gradually by influencing perception and fostering interpersonal communication.





- Arranging for resource persons is yet another challenge.
- Success of such programmes purely depends on the willingness and self-interest of the students.

### Notes (Optional)

Drug addiction impacts millions and needs to be treated carefully to prevent further harm to the individuals and letting them live a better life. Addiction should not be seen as a character flaw, but as an ailment - a medical disorder that any other person could be struggling with. Therefore, the stigma attached with drug taking needs to be reduced through social awareness.

The Ministry of Social Justice and Empowerment, on 26 June, 2021, on the occasion of International Day against Drug Abuse and Illicit Trafficking, thus, launched the website for the 'Nasha Mukta Bharat Abhiyaan' (NMBA) or 'Drug Free India Campaign' which focuses on community outreach programmes. But, all said and done, for all their power to reach inform and persuade all in large numbers, the government and the social media alone are not likely to bring about large, sustained changes in drug use behavior, and in the perception of the society towards drug-addicts. Anti-Drug campaigns will be truly successful only if media efforts can be coordinated with other initiatives at homes, in schools, colleges and communities. So, to strengthen the hands of the Ministry, Canara College is steadfast in its unabated fight against this social bane and insists on "Say Yes to Life, No to Drugs."

This hopeful initiative of youth-led awareness campaign goes a long way in creating awareness and educating the youths to fighting against drug use. The very idea behind the campaign was to evolve and stand up for what's right, and, thus, continue to sensitize the youth against drug use. When masses are involved, nothing is impossible. Youth are vulnerable to this and when they are in the campaign, things will change. They are most effective drivers and initiators for change. It is with these thoughts; the practice was fruitfully carried out.



*P. J. Malaktha V*  
Principal  
Canara College  
Mangaluru