

SRI SIDDHARTHA ACADEMY OF HIGHER EDUCATION



("Deemed to be University u/s 3 of the UGC Act, 1956")

Accredited 'A+' Grade by NAAC (2nd Cycle)

Agalakote, B.H.Road, Tumkur – 572 107.KARNATAKA, INDIA.

BEST PRACTICES BY SSAHE

Goal : The goal of this practice is to appreciate the work done by the teaching staff, non-teaching staff and students of the institute and motivate them to excel in their areas of expertise. This practice would ensure continuous improvement in their performance as per the quality policy to achieve the Vision and Mission of the institute.

Best Practice I

1. Title of the Practice: Community Radio Siddhartha 90.8 FM Tumakuru.

2. Objectives of the Practice

- To promote Community Radio as a tool for the empowerment, national integration, community health education, peace and harmony, agriculture, development and inclusive growth by disseminating information amongst youth, women, physically challenged and weaker section of the society.
- To provide better communities through health education with the use of latest technologies, innovations and research methodologies.
- To develop a pool of experts and provide advisory services in the field of education, health etc, for the benefit of different sections of the society.
- To campaign and create awareness regarding National Health Programmes like, Pulse Polio Programme, National Oral Health Programme, National Programme for Control of Blindness & Visual Impairment, Prevention, Control of Communicable and Noncommunicable diseases.
- To provide education in various fields, including value and spiritual education, yoga, meditation etc
- To educate people and to work for the eradication of moral and social evils of all kinds.
- To create awareness relating to the preservation of the Environment/Ecology and Sustainability Development. (SD)

3.The Context:

- To develop a pool of experts and provide advisory services in the field of education, health etc, for the benefit of different sections of the society.

- To Campaign and Create awareness regarding National Health programs, Create awareness relating to the preservation of the Environment/ Ecology and Sustainability Development.
- To promote and motivate rural education.

4. The Practice:

- Radio Siddhartha FM 90.8 MHz is also known as the Voice of Tumkur. It is the first Community Radio station in Tumkur district situated in Karnataka state. Tumkur district consists of 10 Taluks and Tumkur Taluk is one among them and it consists of 374 villages. Radio Siddhartha covers 150 villages. Radio Siddhartha was established in 2009 and is the part of the Community Radio of the constituent college (Sri Siddhartha Institute of Technology) which has been a very effective in reaching out the larger section of the society through broadcasting innovative people oriented programmes on education, health and sanitation, social life, economic opportunities, small business, women empowerment, agriculture etc.
- Faculty and students of Sri Siddhartha Academy of Higher Education, actively participate in programmes broadcasted by Radio Siddhartha.
- The programmes conducted are awareness about Covid-19 pandemic among the rural population, prevention, control and educating the public about the mental illnesses. Medical college faculty conducted programmes on blood donation, Tuberculosis prevention and awareness programmes, creating awareness about maternal and child health care among public.
- Community Radio is broadcasting total 9 hour programme scheduled according to the needs of the community mainly 6 A.M. to 9 A.M., 12 noon to 3 P.M. and 6 P.M. to 9 P.M. daily, Broadcasted in both Kannada and English.

5.Evidence of Success:

- Radio is a very important tool for the promotional and educational components of national programmes, rural education. In India, radio reaches a large audience, and those shows which are well-targeted, researched, pre-tested, and adequately placed in the broadcast schedule become attractive, competitive and cost-effective ways to communicate new and time-tested advice. The list of programmes broadcasted like on Covid 19 pandemic, Tuberculosis, HIV and AIDS, quit tobacco usage, alcohol de-addiction, blood donation, Nammaarogya, H1N1, Mother & Child Nutrition, School Health

Programme, Prevention and Control of Communicable and Non-communicable diseases, Safe Water drinking etc.

- The Radio has been getting overwhelming appreciative responses from its honourable listeners through letters and phone calls and mobile messages.
- Motivated by the talks, people volunteered and participated in the blood donation camps. During Covid-19 pandemic stress related mental health issues were addressed and counselled.
- According to the staff of Radio Siddhartha, listeners are so much inspired by the programmes that they have been coming out with requests for more programmes related to issues like promotion of health education, agricultural, rural education, environmental issues etc.

6. Problems Encountered and Resources Required

- The biggest challenge today for community radio in India is mobilization of material and human resources for effectively installing, running and maintaining the studio, station and for delivering valuable, useful and necessary programmes. The Government has come forward to allow limited commercial advertisements which probably may help to some extent. The status of press media should be accorded to community radios for effective participation in welfare activities.

7. Any other information

- This kind of research explains radio listening culture is still alive and how the Community Radio is needed for the integrated development of society. Central and State governments have to give more advertisement and sponsored programmes and thereby financial support in order to strengthen the Community Radio stations.

Best Practice II

1. Title of the Practice: Multidimensional Community Adoption Model for Sustainable Development of Society

2. Objectives of the Practice:

- **Holistic Approach:** Integrating various dimensions of sustainability such as environmental, social, economic, and cultural factors into a comprehensive framework.

- **Community Engagement:** Encouraging active participation and involvement of community members in decision-making processes related to sustainable development initiatives.
- **Education and Awareness:** Increasing awareness and understanding within the community about sustainable practices, their benefits, and long-term impacts on society and the environment.
- **Capacity Building:** Enhancing the skills, knowledge, and resources within the community to effectively implement sustainable development practices.
- The challenges like uncleanliness in the living place of villagers, no trenches and soak pits to improve ground water level, lack of green space, lack of education and skill sets

3. **The Context:**

The challenges like uncleanliness in the living place of villagers, no trenches and soak pits to improve ground water level, lack of green space, lack of education and skill sets

4. **The Practice:**

- With the support of its NSS Volunteers, this HEI has contributed in Swachha Bharath Abhiyan to support and promote awareness and processes of Cleanliness and Hygiene in and around the living place of villagers.
- The students, staff, and alumni of the HEI have supported the drive of Lake Rejuvenation by adopting few lakes near Tumkur and constructed trenches and soak pits, thus ensuring that water percolation into ground soil. Additionally, they have constructed multiple tanks to harvest rain water and improve ground Water Level.
- Under a revolutionary drive of Green Graduation, the first-year students of Medical, Dental and Engineering colleges adopt a tree sapling within a month of their joining to the college and they are expected to look after these saplings till their graduation.
- By adopting a family in rural area, they are supporting the education of their children and provide opportunities for skill training and vocational education. This is will empower them to have better livelihood options and improve their overall well being

5. Evidence of Success:

- **Community Engagement and Participation:** Increased involvement and active participation of community members in sustainable development initiatives. This can be measured by the number of individuals or groups engaged, their level of participation in decision-making processes, and the diversity of voices represented.
- **Positive Environmental Impact:** Evidence of positive changes in environmental indicators such as reduced carbon footprint, improved air and water quality, increased biodiversity, effective waste management, and conservation of natural resources.
- **Social well-being:** Improved quality of life indicators within the community, including enhanced access to education, healthcare, clean water, sanitation facilities, housing, and social services. Reduction in poverty rates and improved livelihoods for community members.
- **Knowledge and Awareness:** Demonstrated increase in awareness, knowledge, and adoption of sustainable practices among community members. This can be measured through surveys, workshops, training sessions, and assessments of behavioral changes towards sustainability.

5. Problems Encountered and Resources Required:

Implementing the Multidimensional Community Adoption Model for Sustainable Development of Society can encounter several challenges, along with the need for various resources to ensure its successful execution. Some of the problems and resource requirements include:

- Limited Awareness and Education.
- Resource Constraints
- Resistance Change
- Social and Cultural Barrier