

Office of the Principal GOVERNMENT GENERAL DEGREE COLLEGE, KESHIARY

Government of West Bengal

At.-Telipukur : P.O.- Tilaboni Mahisamura : P.S.- Keshiary
Dist- Paschim Medinipur : PIN-721135
www.ggdckeshiary.ac.in

Criterion 7: Institutional Values and Social responsibilities

- 7.1.3 Quality audit on environment and energy regularly undertaken by the institution
- 1. Green Audit/Environmental Audit
- 2. Energy Audit
- 3. Clean and green campus initiatives
- 4. Beyond the campus environmental promotion and sustainability activities

Beyond the campus environmental promotion and sustainability activities



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Report of the Programmes

Introduction:

Ours is an era when environmental sustainability is a matter of paramount importance. It is a matter of great pleasure that Government General Degree College, Keshiary leaves no stone unturned to foster consciousness about the need of playing a pivotal role in shaping a sustainable environment for the interest of human civilization at large. The report below delves deep into the various activities undertaken by our college to promote environmental awareness and sustainability among all and sundry. In this context the College has established collaborative MoU with the Kusumpur Gram Panchayat, Keshiary Block, Paschim Medinipur, West Bengal to conducts its social outreach programme for awareness of the public and stakeholders.

Government General Degree College, Keshiary is actively involved in beyond the campus environmental promotion and sustainability activities under following major heads:

- A. Tree Plantation Programme
- B. Cleanliness Drives among the Community and spreading environmental awareness
- C. Organizing awareness programme
- D. Local biodiversity accounting and conservation

A brief report on the aspects of these fourfold initiatives undertaken by the College are as narrated below:

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A. Tree Plantation Programme:

To restore mother earth into its original environment our college always goes a step ahead as we keep ourselves actively involved in Tree Plantation Programme even beyond campus, of say, in the residential neighbourhood like Telipukur and surrounding roadsides as well.



Figure 1: Glimpses of the tree plantation drive initiated by the GGDC, Keshiary beyond its campus on 20.08.2018, 19.07.2022, 24.03.2023



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B. Cleanliness Drives among the Community and spreading environmental awareness:

Cleanliness is next to godliness-so goes a well-known adage. In view of this truth our college always plays a pivotal role as we always keep in touch with the neighbouring through organized clean up drives. The students, faculty members and the local community actively took part with zest and zeal in these drives in the areas like Saldanga bus stand, resting place, Telipukur Village and road etc. Interestingly these drives not only contribute to the immediate repair of the environment but also they foster the much needed awareness for the need of environmental sustainability among one and all.



Figure 2: Initiatives of the students of Government General Degree College, Keshiary to make plastic free environment beyond college campus on 16.09.2022



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Figure 3: Cleanliness campaign undertaken by the volunteers of the NSS Unit I of GGDC, Keshiary in the college adjacent Teli Pushkarini Village on 12.10.2022 and 13.10.2022



Figure 4: Photographs exhibiting the cleanliness and sanitation drive conducted by the volunteers of NSS Unit I, Government General Degree College, Keshiary for the village people about mosquito borne diseases and healthy way of life on 10.12.2022



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C. Organizing awareness programme:

Of late environmental education has become a key component of promoting sustainable practices among the masses. GGDC, Keshiary has conducted community drives through seminars and workshops on different environmental topics among the local community. The awareness programmecovered subjects like:

- i) Maintaining cleanliness for the interest of enjoying sound health andsound mind.
- ii) Advantages of tree plantation and advantages of using bio fertilizers
- iii) Knowing how to combat dengue, malaria, chikungunia like mosquitoborne diseases



Figure 5: Photographs depicting the road rally by the students of Government General Degree College, Keshiary on how to combat dengue, malaria, chikungunya on 30.10.2018





Figure 6: Photographs depicting the act of convincing village people about the benefits of bio- fertilizers and tree plantation for the maintenance of environmental sustainability on 14.08.2019





Figure 7: Photographs depicting the awareness campaign conducted by the volunteers of NSS Unit I, Govt. Gen. Degree College, Keshiary for the village people about mosquito-borne diseases and healthy way of life on 10.12.2022



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D. Local biodiversity accounting and conservation

Government General Degree College, Keshiary officially remains in touch and extends its hands to the Biodiversity Management Committee (BMC) of Keshiary Block of Paschim Medinipur district of West Bengal. Moreover, the college campaigns to propagate the knowledge on the importance of the local biodiversity and bioresource management on livelihood and environment in adjacent Teli Pudkarini Village under the Kusmpur Gram Panchayat for awareness of the public at large.



Figure 8: Campaign on the importance of biodiversity and bioresource management by the NSS Unit I volunteers of Government General Degree College, Keshiary on 12.10.2022



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GOVERNMENT OF WEST BENGAL OFFICE OF THE BLOCK DEVELOPMENT OFFICER At: Compart of the Block Development Office, Kethiary, P.O.: Kethiary, Dist: Paschim Medinipur, Pin-721133 Memo No. 667 (A) Dated - 30.06.2021 To 1) Smt. Mamoni Mandi, Karmadhyakshya, Paschim Medinipur Zilla Parishad. 2) Dr. Nilay Kr. Mitra, Asstt. Professor, Keshiary Govt. College. 3) Dr. Susanta Kr. Maity, Asstt. Professor, Keshiary Govt. College. 4) The Jt. BDO, Keshiary Block. Sub.:- Meeting of the Biodiversity Committee of Keshiary Block. Madam/Sir, This is for your kind information that a meeting of the Biodiversity Committee of Keshiary Block will be held on 5th July, 2021 at 2.00 pm in the chamber of the undersigned regarding change of account operator and other various matters. In this regard, you are requested to remain present in that meeting. Thanking you. Yours faithfully, BLOCK DEVELOPMENT OFFICER KESHIARY DEVELOPMENT BLOCK

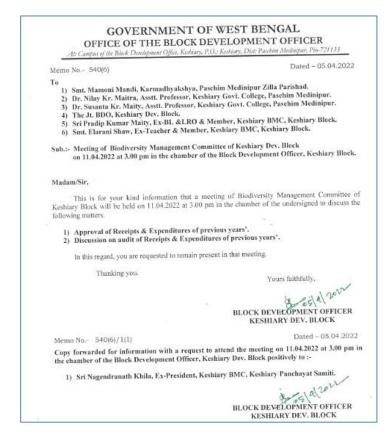


Figure 9: The invitation for participation of two faculty from GGDC, Keshiary (Keshiary Govt. College) in the Biodiversity Management Committee (BMC) of Keshiary Block of Paschim Medinipur district of West Bengal

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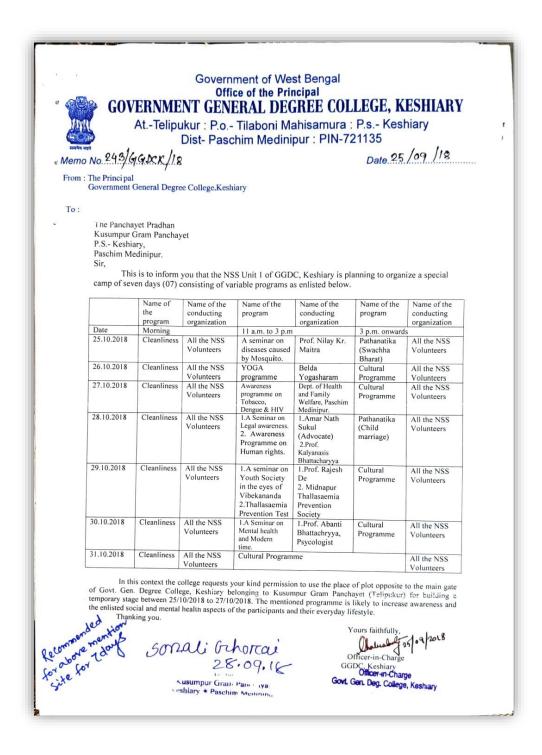


Figure 10: Letter seeking Permission to conduct NSS special camp by Government General Degree College, Keshiary in Telipukur village under Kusumpur Gram Panchayat in AY 2018-2019



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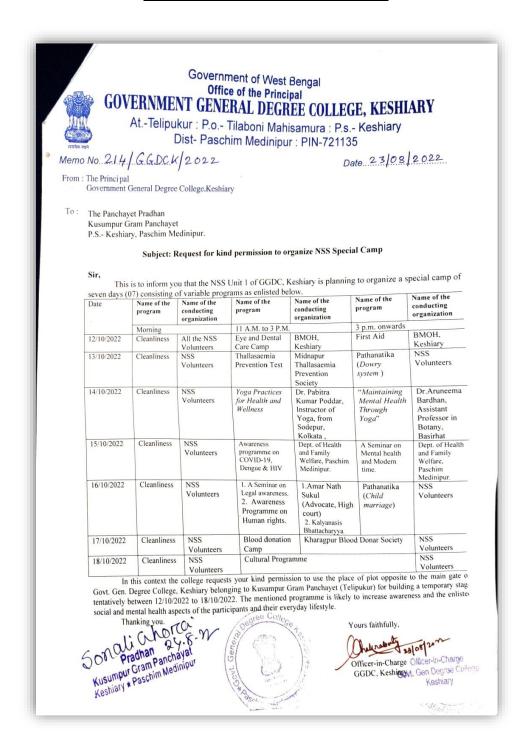


Figure 11: Letter seeking Permission to conduct NSS special camp by Government General Degree College, Keshiary in Telipukur village under Kusumpur Gram Panchayat in AY 2022-2023



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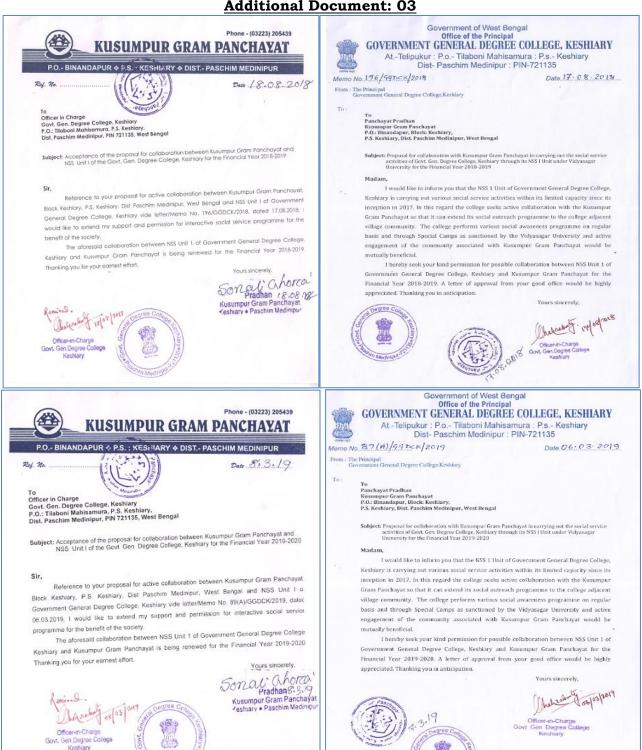


Figure 12: Collaborative MoU between GGDC, Keshiary and Kusumpur Gram Panchayat, Keshiary Block, Paschim Medinipur, West Bengal to conducts its social awareness and outreach programme in the AY 2018-2019 and AY 2019-2020



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Figure 13: Collaborative MoU between GGDC, Keshiary and Kusumpur Gram Panchayat, Keshiary Block, Paschim Medinipur, West Bengal to conducts its social awareness and outreach programme in the AY 2020-2021 and AY 2022-2023

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