

Vittiya Saksharta Abhiyaan

- An initiative by MHRD

VISAKA is a campaign initiated by the Ministry of Human Resource and Development to promote digital economy through youth volunteers from the higher educational institutions of the country. It aims at transforming India from 'cash' to 'less cash' society and to educate common people about the digital modes of payments.

The above objective of Visaka was disseminated to NSS volunteers immediately on receipt of the concerned mail on 9.12.16 and they were asked to register themselves on the provided link. They could however do so only after 13th as the link was not operational earlier.

The NSS UNIT of INDRAPRATSHA COLLEGE FOR WOMEN with its 156 volunteers joined the initiative and have been constantly working with a lot of dedication and commitment ever since. They have been to areas in and around Delhi and also spread awareness on digital economy in their hometowns during the vacations. The working force interacted with people near the college, within their families, with their domestic helps, neighbours, labourers and small vendors, with individuals and groups at the metro stations and also at railway platforms outside Delhi in order to bring about an ease into their lives through this campaign.

THE COURSE OF ACTION

The following course of action has taken place so far.

1. Adoption of Market/ Mandi (13-14 Dec 2016)

As far as adoption of market is concerned, to start with, our volunteers approached various shops in the nearby Civil Lines market but met with a negative response. The shop owners expressed to our volunteers that they knew enough and were not interested to listen to them any more on the issue. They also sounded doubtful about the success of the campaign. The volunteers were hesitant to proceed and for security reasons decided to explore Majnu Ka Tila in a big group post vacations (details of the visit will be updated shortly).

2. Visits to the establishments and teaching digital payments (14-26 Dec 2016).

This seemed to be the most exciting part of the campaign and saw a lot of participation on individual basis . Starting from auto drivers outside the college to people at various tea stalls, small vegetable and fruit vendors, labours on the construction sites, vendors at railway platforms, helpers in grocery shops, people at metro stations, our volunteers tried to interact with whosoever they met wherever they went to explain them about digitalization. So far they have spread awareness among 100-200 people and are still continuing.

3. Debriefing about the results of the work.

In most of the cases follow up was not possible.

4. Follow up visits to the market Place.

Since the first attempt at market adoption was not successful, NSS volunteers will be visiting Majnu ka Tila on 10 Jan to explore the possibilities for adoption. Most of the shop owners were already using the digital transaction mode. However, they had a good experience educating those who were not aware of digital transaction. (See the pictures below)

A workshop on Digital Financial Literacy was organized on 12 January. Mr. Randhir Mishra, Chief Manager and faculty SBI Academy, was invited to conduct the same. He shared information on digital literacy and communicated various modes of cashless payment. The audience benefitted immensely from the interactive session that followed.

Problems:

Although it appeared to be an interesting initiative, our volunteers brought up some challenges that they faced during the whole attempt of market visit for the purpose of adoption.

Since most of the big restaurants and shops already had facilities for a digital mode of payment, the owners were not too keen to cooperate with our volunteers.

Volunteers also had to keep up with the frustrations of the common man, which at some levels disrupted the flow of the activity. It was tough for most of them to communicate with the daily wage workers and the hawkers who do not understand the basic terminology of mobiles and do not possess Android phones to use hi-tech apps.

Some highlights:







**INDRAPRASTHA COLLEGE FOR WOMEN
UNIVERSITY OF DELHI**

NATIONAL SERVICE SCHEME

REPORT

Cleanliness Drive/Swachhta Pakhwara

The NSS Unit of Indraprastha College For Women observed a four days Cleanliness Drive under the Swachh Bharat Mission from 2 August to 4 August 2017. The main purpose of this program was to address the issues of personal hygiene, public sanitation conditions, lack of awareness and the general issue of public attitude that withholds the population in taking a proactive attitude towards the problem, i.e, the cleanliness. The campaign focused on gathering as much attention as possible towards this issue as it is taken rather lightly in Indian society.

The program began with an Oath Taking Ceremony by the NSS volunteers on 2nd of August in the presence of the NSS officer, Dr Supriya Saha. Inspired by the *Swachhta Shapath*, our energetic volunteers partook in cleaning up every nook and cranny of the college campus. The Drive continued for a fortnight which was further divided into phases for an effective campaign. During the first two phases, batches of 10 volunteers partook in the cleaning and sweeping of different areas within the college campus. Starting from August 8th, the campaign was taken beyond the walls of the college as the volunteers launched a door to door campaign, spreading awareness among the general public in the Civil Lines area. Following this, the members of NSS Unit visited a local slum- a camp of migrant workers, on 9th of August, where they explained the importance of cleanliness and underwent the motions of sweeping and garbage disposal along with the locals. On 11th August, the NSS volunteers took upon themselves to clean the Civil Lines metro station and the bus stops bear College on the day after. As the last event of this mass awareness campaign, a group of 30 volunteers carried out an awareness rally on August 14th. Ingrained with the pure spirit of the Swachh Bharat, they avowed to keep up the efforts of clean environment on a personal level even after the Drive was over.

These mask and gloves clad volunteers, armed with but brooms and garbage bags not only cleaned away the dirt and garbage from the campus but also the misconceptions about manual labour.

PHOTOGRAPHS FROM THE DRIVE ARE ENCLOSED

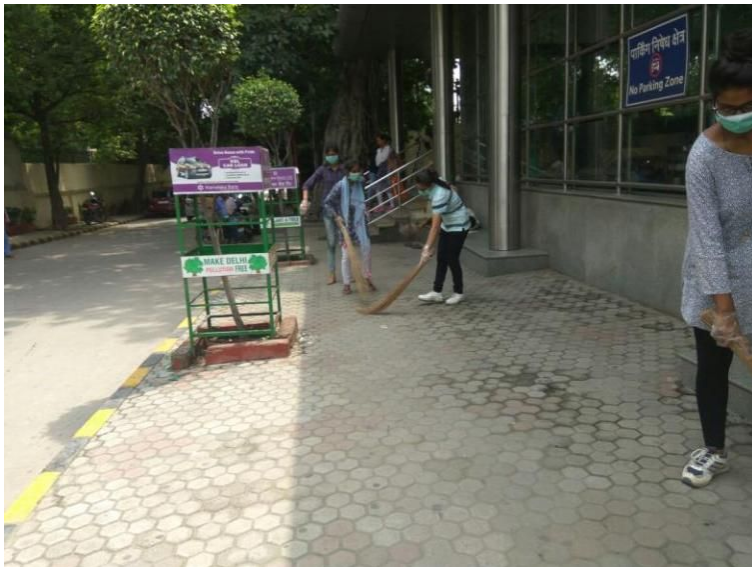


Volunteers sweeping the College campus





Volunteers sweeping at a bus stop near IPCW



Volunteers cleaning the Civil Lines metro station



Volunteers during the awareness rally



A group of volunteers after the rally

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UNIVERSITY OF DELHI**

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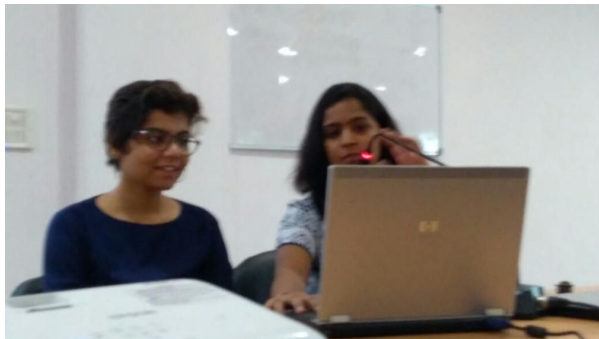
Celebrating 75 years of Quit India Movement

While it is essential to celebrate our glorious past, it is even more important to remember the Struggles and revolutions that we suffered through in order to achieve the freedoms we enjoy today.

NSS is an organization that focuses on inculcating respect and love for the nation among its Members and the community.

Following the same, NSS IPCW organized a quiz on 31st of August to celebrate the Quit India Movement on its 75th anniversary. The quiz was prepared by NSS volunteers keeping in mind the theme and had questions regarding different aspects of the QIM and the Freedom Struggle, it was open for participation and all the NSS members responded with great enthusiasm.

Enclosed are some pictures from the event:



**INDRAPRASTHA COLLEGE FOR WOMEN
UNIVERSITY OF DELHI**

NATIONAL SERVICE SCHEME

REPORT

Indraprastha College for Women, 1st September 2017, 12:30 PM: A talk on Rally for Rivers campaign was organized by the NSS wing of IPCW at the college conference room. The guest speaker for this event was Mr. Nitesh from Isha Foundation who emphasized on the dire need of the revival of rivers for our future generations.

The event started with an introductory speech by the hosts Shivanshi and Rupal, who welcomed the guest speaker to the podium. Mr. Nitesh showed a video wherein the latter depicted the state of the dying rivers and subsequently how 54% of Indians face water crisis everyday. The NSS members shared their experiences afterwards in an interactive session. The speaker enriched the students with his knowledge by stating the reasons as to why the rivers need a revival with some of them being deforestation and unsustainable management. He also focused on a method in order to save the rivers which could be done through the 'River Rejuvenation Policy Recommendation' to the government of India. He stated the various economic benefits of this policy, one of them being the increase in the income of the farmers.

Mr. Nitesh concluded the event by encouraging the audience to take up this initiative and spread awareness about this dire crisis. In the end the hosts wrapped up the event by thanking the speaker for his presence.



**INDRAPRASTHA COLLEGE FOR WOMEN
UNIVERSITY OF DELHI**

NATIONAL SERVICE SCHEME

REPORT

SWACHHTA PAKHWADA

A cleanliness drive was organized by the NSS UNIT of Indraprastha college for women, proposed by Ministry of Sports and Youth Affairs. The drive was performed 15 days long from 1-sept-17 to 15-sept-17.

The drive was filled with a lot of enthusiasm and an active participation of more than 50 volunteers from various departments, pledging to serve the society in every way possible. This initiative has a great impact on masses on day to day basis and a great effect was created by this initiative.

Every day in this week long expenditure a different area of concern was targeted and worked upon.

Day 1: On day 1 of the drive, the students actively worked for clean and green campus and cleaned around the college.

Day 2: day 2 was a clean hostel day and the cleanliness drive was conducted in the Indraprastha College Hostel.

Day 3: On day 3, Back side of canteen and activity area was cleaned up, along with the area near Gym and Library.

Day 4: An essay competition was organized on the topic "what I will do to Clean My India".

Day 5: Area near EOC and Old building was cleaned.

Day 6: on day 6, the area leading to college was conquered and cleaned. The volunteers cleaned the bus-stop and the road till metro station.

Day 7: In order to spread awareness a visit to a nearby Market "Majnu ka tila" was organized, where students interacted with the common people, shopkeepers, and small businessmen and made a report on the concerned area. (Report attached)

Day 8: we didn't restrict ourselves only to local market, another visit was organized to "Kilkari: Home for Children", where our volunteers had an open session with the kids on health and sanitation and brought awareness there through a session of poster making.(Report Attached)

Day 9: A session on cleanliness and health and sanitation was conducted with the migrant labour community of our college and kids were taught basic etiquettes and manners about throwing garbage etc.

Day 10: A rally was organized for cleaner and greener future.



The following activities took place cleanliness drive by the NSS UNIT of Indraprastha College for Women.

ADITI SRIVASTAVA

**PRESIDENT
NSS**

**INDRAPRASTHA COLLEGE FOR WOMEN
UNIVERSITY OF DELHI**

NATIONAL SERVICE SCHEME

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Swachhta Hi Seva

Under the *Swachhta Hi Seva* initiative of the Ministry of Human Resource Development, NSS Unit IPCW organised a follow up cleanliness drive between 15th September to 2nd October.

Considering the Swachhta Pakhwara organised right before, the volunteers were already prepared for taking forward cleanliness and related awareness activities with a new energy. Hence they renewed their vows of cleanliness and spreading awareness regarding the same in an oath taking. Following which, the volunteers dispersed in smaller groups in order to participate in awareness discussions in surrounding areas. Volunteers not only made the locals aware of the importance of cleanliness and hygiene but also discussed the problems they face on day to day basis regarding the same so that they could be put forward in front of proper authorities and innovative conclusions might be reached.

The objective of these activities was to strengthen the already existing measures being undertaken to ensure all around cleanliness and hygiene and even more importantly to sensitise general public regarding the same.

Ulfat Rana

Vice-President

NSS IPCW

Some pictures from the drive are enclosed :



**INDRAPRASTHA COLLEGE FOR WOMEN
UNIVERSITY OF DELHI**

NATIONAL SERVICE SCHEME

REPORT

RASHTRIYA EKTA DIWAS

NSS unit of IPCW observed Rashtriya Ekta Diwas on 31.10.2017 in collaboration with the NCC unit & Physical Education Department of the college. The event had participation in large numbers. Students & teachers took an oath to preserve the unity, integrity and security of the nation in the spirit of unification of the county. This was followed by Run for Unity headed by the students of sports department. Thereafter students also engaged themselves in reading, writing and discussing about the life history and contribution of Sardar Vallabh Bhai Patel towards making of India.





NSS ACTIVITIES FROM JAN'2018 TO APRIL' 2018

Event	Date of event	No. of Students Participated	Level
Beti 2.0	24-01-2018	35	University
Khelo India School Games	31-01-2018 to 8-02-2018	6	National (Ministry of youth and sports affair)
UdaanUtsav	8-02-2018 to 10-02-2018	15	University
National Voters' Day	25-01-2018	2	National
Pad Collection Drive	8-02-2018 to 15-02-2018	15	University
Ideathon : IIT Delhi	22-02-2018	3	National
Rural Retale 2.0: SRCC	9-02-2018 and 10-02-2018	3	University
Organ Donation Talk	15-03-2018	45	University
Road Safety Workshop	19-03-2018	150	University
Kartavya'18	02-04-2018	200	University
Waste Paper Collection Drive	5-04-2018 to 8-04-2018	6	University

Indraprastha College for Women

University of Delhi

Report on 3rd International Day of Yoga

The 3rd International Yoga Day was organised with great enthusiasm on 21st June, 2017. The event took place in I.P. College gymnasium hall, from 7 am onwards. The Principal welcomed the large number of participants from staff and their family members, students and the neighbouring community. The NSS organized a lecture on yoga by yoga expert, Mr. Chanderveer Dagur. He also held a demo and paratise session with the participants. Many of them are regular member at the yoga classes hosted by the Department of Physical Education and Sports of I.P. College. The session ended with a question-answer round. Many participants approached the expert, to begin sessions in yoga separately.

Refreshments and information docketts were given to all the participants.



Dr. Babli Moitra Saraf