

Best Practice-II: Community Service and Social Responsibility

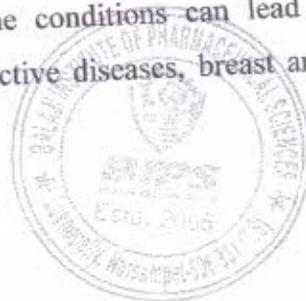
1. **Title of the Practice:** Community Service And Social Responsibility.

2. **Objectives of the Practice:** With participation in endless social campaigns has the power to promote the personal and collective identity. Balaji Institute of Pharmaceutical Sciences is incorporating Community Service into National Pharmacy Week, providing real-world experiences for student volunteers. For the past five years, they have organized awareness programs, and medical camps for villagers. Under the supervision and guidance of Dr. A. Shyam Sunder, Professor, Principal and faculty members of the institution.

The Key Practice makes villagers understand:

- Awareness programmes on Communicable and Non-Communicable diseases and their treatment at Laknepally, Nachanapally village.
- Medical camps like Blood Grouping, Hb estimation, eye checkups, Obesity and a Blood donation camp etc to make them health conscious.
- To plan and evaluate health programs.
- To obtain new information about disease/health problems.
- To develop health awareness among the public.
- To make the public aware of the importance of healthful environment.
- These initiatives aimed on promoting health and well-being among the impoverished sections of community.

3. **The Context:** It mainly focuses on taking responsibility for one's own actions. It is a promise everyone should make for the society while working for the social, cultural and, ecological causes. The people of the Nachanapally, Laknepally village are not well educated and the individual lacks knowledge about the prevention and treatment of both communicable and non-communicable diseases. Poor hygiene conditions can lead to health issues, including menstrual hygiene, reproductive diseases, breast and cervical cancer etc.



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The quote "*charity begins at home*" is often overlooked.

- Keeping the college building and surrounding neighborhood clean, picking up the litter and putting it in the trash can, can be your one step as a socially responsible citizen.
- You can also keep a check on reducing energy and water consumption. Every time you leave the classroom, ensure the lights and fans are switched off.
- Also, avoid leaving the tap water running.
- As our college is located in a rural area; the public is illiterate and unaware of the health and Hygiene to be maintained daily.
- Though educated the public is ignorant regarding the importance of keeping healthy environment.
- In the current scenario the booming influence of drugs, alcohol and tobacco products take away the life of public including younger generation.

Minor practices can help students fulfill their social responsibilities while studying, offering various ways to achieve these responsibilities.

4. The Practice:

The programme is implemented by students of the institution visiting Nachanapally village, Laknepally village. The practice has been followed since 2017, by college volunteers/ NSS volunteers Contributing to community and caring for the environment to support different social causes like creating awareness for the importance of education, finding shelter for the homeless, looking after the sick people, spending time with old age people/ visiting the Orphan school.

To make a difference, donate items that are no longer useful, such as books, notes, and assignments. Collect items from locals and voice concerns about unethical practices. Following the Ethics code helps understand right and wrong, and applies this understanding to decision-making.



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Students are segregated into different groups, each group of members visits the allotted streets of Nachanapally village, Laknepally village and Students identify and develop an appreciation for different perspectives on issues. They show empathy, disagree respectfully, and create space for others to use their voices. They generate, use, and evaluate strategies to resolve problems, counsels the public for their ailments, assists in prescription handling and guide them on proper usage of medicines as per the given prescription and guiding role of pharmacists is taken up by the students. Clinical examinations, tests for Diabetes, Hypertension, Obesity, Blood Grouping, Hb estimation, Body Mass Index, monitoring and carrying out breast screening tests for the villagers with the support of Guardian Hospital and Pavani Nursing home. In addition, patients are counseled for injuries, first-aid in case of accidents, pesticide poisoning, snake, dog and insect bites, respiratory diseases, gastric problems, and depression among women. It is ensured that all the patients are attended to and counseled. Students as budding pharmacists check prescriptions before dispensing the medicine and ensure that the patients do not receive the wrong drugs and also guide them on the dosage. They are also informed about the drug interactions. The college has made it an inclusive and customary practice to offer curative, preventive and promotive medical counseling services to the Nachanapally village, Laknepally village as it plays a major role in transforming a student into a responsible citizen. A socially aware and responsible individual contributes positively to their family, community, and environment; empathizes with others and appreciates their perspectives; resolves problems peacefully; and develops and sustains healthy relationships.

Clinical work equips students with compassion and empathy, preparing them for quality professional lives and enhancing patient experience in a patient-centered environment.

Students uphold diversity, defend human rights, advocate for issues, and interact ethically, demonstrating commitment to positive communities through inclusive language and behavior.

5. Evidence of Success

Special commendations from the locals and the Grama Surpunch



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6. Problems Encountered and Resources

Illiteracy leads to villagers not following instructions and regularly neglecting the use of prescribed medicines due to the obligation. Most people are daily wage earners so they are interested to go for work rather than attending medical camps. All diseases cannot be diagnosed with limited facilities available in the medical camp villagers cannot use the drugs prescribed by the doctor.



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