



NAME OF THE DEPARTMENT :Commerce and Management

TITLE OF THE BEST PRACTICE :"Joy of Giving" Initiative

CONTEXT

The Department of Commerce, Government College Autonomous, Rajahmundry, launched the "Joy of Giving" initiative to support needy people in the local community. The program aimed to cultivate a sense of social responsibility and empathy among students, while providing essential items to those in need.

THE PRACTICE

- 1. Identification of Beneficiaries:** Students and faculty members identified needy individuals and families in the local community, including the elderly, disabled, and economically disadvantaged.
- 2. Collection of Donations:** Students, faculty, and staff contributed donations in the form of food, clothing, and other essential items.
- 3. Distribution of Donations:** The collected items were distributed to the identified beneficiaries through a series of events and visits.



EVIDENCE OF SUCCESS

1. **Positive Impact:** The initiative had a positive impact on the lives of the beneficiaries, providing them with essential items and a sense of dignity.
2. **Increased Student Engagement:** The program encouraged student participation and engagement in social activities, fostering a sense of social responsibility.
3. **Community Recognition:** The initiative received recognition and appreciation from the local community, reinforcing the college's commitment to social welfare.

PROBLEMS ENCOUNTERED

1. **Resource Constraints:** Limited resources and funding posed challenges in sustaining the initiative.
2. **Logistical Challenges:** Coordinating the collection and distribution of donations required significant time and effort.
3. **Ensuring Sustainability:** Maintaining the initiative's momentum and ensuring its long-term sustainability were ongoing challenges.

NOTES

1. **Future Plans:** The department plans to expand the initiative, exploring partnerships with local organizations and businesses to increase resources and impact.
2. **Student Leadership:** The initiative provided opportunities for students to develop leadership skills, taking ownership of the program and driving its success.
3. **Institutional Support:** The college administration's support and encouragement were crucial in sustaining the initiative and promoting a culture of social responsibility.



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JANANI INTUITION FOR MENTALLY CHALLENGED



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