

Best Practice 1: COVID 19 Care Center

Objective of the practice: To assuage the heightened anxiety of the society in the times of COVID 19 pandemic and help city administration in easing out the unprecedented pressure on medical facilities and infrastructure.

The Context:

Humanity faced 21st century's biggest existential crisis so far in the form of COVID 19 pandemic. This unseen devastating calamity brought human beings' unsustainable economic endeavors to screeching halt. Many lives were lost due to this unseen and seeming unfathomable virus. Such was the fear of this deadly virus that humanity faced its severest test. Medical care became costly. There was acute shortage of medical personnel who could take care of the patients. Hospitals were breaching with COVID-19 patients and across the world one saw the dance of death.

The Practice:

Entire medical fraternity across the globe came under severest of pressure due to lack of exact medicines, correct line of treatment and gut-wrenching SOS of family members of patients inflicted by COVID-19. It seemed all the administrative and social efforts were directed in losing cause. Under this dystopic condition our college in association with spiritually strong and vibrant International Society for Krishna Consciousness (ISKCON) opened its arms to people. Deen Dayal Upadhyaya College opened its infrastructure facilities for patients suffering from mild to moderate COVID-19 with strong spiritual support from ISKCON. Both the organizations came together to provide fantastic combination of 'Bhakti', 'Shraddha' and 'Aushad' to embittered souls who required calming reassurance with the environment which exuded peace, positive energy, and sanity along with medicines.

Evidence of Success

All the institutions, irrespective of their nature, progress by learning from the past and this effort of ours has certainly left indelible mark in our institutional memory for posterity to learn from. We accept with all humility at our disposal the gratitude expressed for us by everyone during this trying circumstances. Our institutions is happy that we could repay, in form of service, the small part of the debt which we owe to our society and live up to the principles of 'integral humanism' as expounded by Shri Deen Dayal Upadhyaya on whose name our college has gained accolades and honour.

Problems encountered: Problems encountered in managing COVID 19 care center were manifold. It was not just the high transmissibility of the virus that was matter of concern but also the apprehensions about short and long term impact of such center would have on the residential areas surrounding the college especially when the college infrastructure was not trained to handle medical and bio waste the way hospital are. However, with the able support of all the stakeholders college was able to sail through the torrid times and was able deliver on its social commitment.

Best Practice 2: Social Outreach Programme

Objective of the practice: Educational institution is a microcosm of the society. Society untrusts it with its future and hence it must endeavor to give back to society its members who are not only academically sound but also have social conscience. Courtroom genius Nani A. Palkhivala once said “university campus must stress the importance of individual self-fulfilment but not self-indulgence, group cohesiveness but not group jingoism, work and achievement but not power and acquisitiveness for their own sake”. With similar sentiments college started the social outreach programme to strengthen the feeling of collective welfare and progress among its stakeholders.

Under this initiative it seeks to foster sustainable community outreach partnerships (COPS) with a view to reaching out to the opportunity deprived sections of our society with the following objectives-

- To foster the outreach of the college in the service of the opportunity deprived sections of the society.
- To internalize the fact that while certain sections may be opportunity deprived, they by no means are ability deprived and that there is a lot to learn by collaborating with them.
- To personally experience the idea of corporate social responsibility as a lived reality.
- To lend operational credibility to the ethos of conscientious commerce.
- To personally receive the joy in the process of giving.





The Context: Educational institution must resonate with the ideas which have potential to bring about transformational change in the society and humanity for better. No country can survive without transformational change and students are the ultimate source of ideas and change. What they require is interaction, exposure and experience. Social sensitivities and sensibilities, to us, are better aroused when the idea of responsible human existence is embedded in all the chores of an academic institution. Teachers of our college felt the need where students can interact with society and understand it from a vantage point which would be different from their existing one. Sincerely believing in the philosophy that “the simplest acts of kindness are by far more powerful than a thousand heads of bowing in prayers” college through the department of commerce’s outreach program try to reach out to underprivileged/opportunity deprived section of the society so that students can inculcate within their hearts the value of “joy of giving”.

The Practice: The contours of the practice comprises (i) identifying outreach partners and assessment of their needs; (ii) organising ‘Joy of Giving’ need-based resource mobilization drives; (iii) resource sharing and organisation of interactive celebrations ‘Roshni ki Dhun’ (Echoes of Light); (iv) implementing continuous engagement with the outreach partners for deeper impact. Besides we actively practice advocacy for sustainable living & livelihoods. The practice has the potential of institution-wide and institution-deep embedding. To draw an analogy the idea and ideals of ‘conscientious commerce’ mirror the idea and ideals of ‘Science Technology & Society (STS)’. The emphasis on interdisciplinary education can really help in permeating the practice further. The practice backbone comprises the Faculty Mentor, the Student Chair and the faculty & student volunteers. The impetus to our

initiative comes from a host of committed faculty and student volunteers who relentlessly endeavour to lend meaningfulness to our existence.

Evidence of Success: We are conscious of the fact that all that is measured may not matter and all that matters may not be measured. Yet, in appreciation of the need for verifiable evidence, we present in the table entitled 'community-COPS Matrix (community is Department of Commerce's society) a brief profile of the interventions made followed by a photo gallery.

community-COPS Matrix

Activities Undertaken by community	Outreach Partner/s	
<ul style="list-style-type: none"> Apparels for the Differently Abled children Educational assistance Collaborative exhibition and sale of artifacts made by children Breaking the Bread Together 	Prena Niketan Sangh	
<ul style="list-style-type: none"> Distribution of Sarees to the crafts women Design suggestions Breaking the Bread together Roshni Ki Dhun participative concerts 	Choti Si Khushi	
<ul style="list-style-type: none"> Apparels for the Children suffering from AIDS Breaking the Bread together Roshni Ki Dhun participative concerts 	Desire Society	
<ul style="list-style-type: none"> Apparels for the Children in Orphanage Breaking the Bread together Roshni Ki Dhun participative concerts 	Vivekanand Ashram	

Problems encountered: The greatest problem encountered was the earning of trust of our outreach partners. We were conscious of the fact that we are entering in their space and the onus of their acceptance of us was entirely on us. An event-based approach would not help the cause. Thus, we followed a process-based approach where participation, engagement and commitment were the keywords. Time-management was also a problem as the span of our classroom schedules is really quite long. Faculty would ferry the student volunteers in their personal vehicles and ensure their drop at convenient metro station/bus stop. The required resources were mobilised through periodic drives where the faculty and the students voluntarily received the joy while giving.