

# NARAYANA MEDICAL COLLEGE

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## Institutional Social Responsibility Activities in the Neighbourhood Community

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### 1. Health Camps and Outreach Services

- Regular General Health Camps: Conducted monthly in surrounding villages like Nellore Rural, Kovur, Venkatachalam, etc.
- Specialty Health Camps:
  - Eye camps in collaboration with Ophthalmology department
  - Dental screening and treatment camps
  - Non-communicable disease (NCD) screening camps (Hypertension, Diabetes)
- Mobile Medical Unit (MMU): Weekly visits to underserved rural and slum areas with team of doctors and nurses.
- Maternal and Child Health Camps: Focused services for antenatal, postnatal care, immunization, nutrition counseling.

### 2. Family Adoption Program

- Adoption of Families by MBBS Students as per the NMC guideline.
- Health profiling, disease identification, health education, and referral services are provided.
- Follow-up and continuity of care ensured through mentor faculty.

### 3. School Health Programs

- Screening of school children for vision, anemia, dental caries, skin infections.
- Health education on hygiene, nutrition, menstrual hygiene for adolescent girls.
- Referral and follow-up done at UHC or RHC.

### 4. Health Education and Behavior Change Communication (BCC)

- Observance of World Health Days (e.g., World TB Day, World AIDS Day, World Cancer Day).
- Street plays, rallies, awareness drives on:
  - Anti-tobacco and anti-alcohol campaigns
  - Sanitation and hygiene
  - COVID-19 vaccination and safety
- Development of IEC materials in local language (Telugu).

## **5. Community-Based Research and Surveys**

- Active participation in community-based research projects like:
  - Prevalence of anemia in adolescent girls
  - Awareness about TB and HIV
  - Nutritional status of under-five children
- Participation of students and faculty in data collection and analysis.

## **6. Disaster and Emergency Relief Activities**

- Participation in flood relief and medical assistance in nearby flood-affected areas.
- Provision of emergency first-aid, medicines, and food kits in collaboration with district administration.

## **7. Environmental and Sanitation Drives**

- Swachh Bharat Abhiyan observed with cleanliness drives in adopted villages.
- Tree plantation, waste segregation awareness campaigns in the community and campus.
- Anti-plastic campaigns and sensitization on biomedical waste.

## **8. Blood Donation and Organ Donation Campaigns**

- Regular Voluntary Blood Donation Camps organized by Department of Pathology/ Blood Bank.
- Awareness drives on organ donation with support from NGO partners and District Authorities.

## **9. Community Engagement through NSS and Red Ribbon Club**

- Active NSS unit conducting community services, youth health awareness, campus cleaning, voter awareness, and blood donation drives.
- Red Ribbon Club activities on HIV/AIDS awareness, safe sex, and youth health.

## **10. COVID-19 Specific ISR Initiatives**

- Mass vaccination campaigns in collaboration with District Health Office.
- Mask distribution and sanitization drives.
- Community support services including teleconsultation and mental health counseling during lockdown.

## **Documentation to Maintain**

- Photographs of events
- Attendance registers
- Reports submitted to IQAC
- Letters of collaboration with local authorities/NGOs
- Feedback from beneficiaries