



# K.M.G. COLLEGE OF ARTS AND SCIENCE

Permanently Affiliated to Thiruvalluvar University and  
Recognized by UGC under section 2(F) & 12(B) of the UGC Act 1956.

Accredited with 'A' Grade by NAAC  
Associate member of ICT Academy

Phone: +914171227306

Email: [kmgcollege@gmail.com](mailto:kmgcollege@gmail.com)

[www.kmgcollege.edu.in](http://www.kmgcollege.edu.in)

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## **SOCIAL ENTREPRENEURSHIP SWACHHTA & RURAL ENGAGEMENT CELL (SES REC) – (2023-2024)**

### **Policy Statement:**

K.M.G. College of Arts and Science, Gudiyattam (KMGCAS) has formed Social Entrepreneurship Swachhta & Rural Engagement Cell (SES REC), under the Ministry of Human Resource Development (MHRD), recognized by Mahatma Gandhi National Council of Rural Education, to work for improved conditions in the areas of Sanitation, Hygiene, Energy Conservation, Water Management and Waste Management with the purpose of promoting Rural Entrepreneurship and Social Engagement among the students.

### **Objective**

The ultimate goal of SES REC of KMGCAS is the realization, even if on a smaller scale, of the twin visions of Swachh Bharat (a programme launched in 2014) and Aatma Nirbhar Bharat (launched in 2020) - visions envisaged not only by the country's planners and but by every citizen of our great country. India lives in its villages. We hardly need to be reminded that the ideas of Swachhta (Cleanliness) and Aatma Nirbharata (Self-Reliance) have been an integral part of India's tradition for ages.

## **The Rationale**

For Mahatma Gandhi, the secret of reviving India's economy, impoverished by British colonial rule, lay in the economic resurgence of the villages, in the blooming of the rural entrepreneurship, and in the rigorous practice of self-reliance, that is, to rely on the country's own resources and not on the precarious foreign assistance. Furthermore, the term "Swachhta" for Gandhi meant not just cleanliness of body or hygiene, but spiritual purity. Today, we go back, once again, to Gandhi's ideas, in the hope of ensuring a minimum standard of living for all, a peaceful coexistence between man and nature, and a sustainable development of our economy. One step in the right direction would be promotion of social entrepreneurship by the institution. Social entrepreneurship is a humanitarian alternative to profit-oriented business set-up and seeks to create employment and boost small-scale industry. At the institution level it harnesses the creative talents of students to foster enterprising activity among them.

## **Plan of Action**

If Calamities like COVID -19 and Amphan have taught us anything, we need to prioritize issues of health and hygiene and restoration of natural balance above all else and immediately. We, as a family of co-learners and co-workers, as an academic institution, have received a lot from our community, and it is high time we started giving back to the community little by little. We believe we can do a lot for the local community, especially for the slums, in matters like sanitation, personal health and hygiene, and supply of clean drinking water, all the time trying to uphold our college campus as a model in this regard. We also believe that there are a number of budding entrepreneurs among the ranks of our students, who dream of making a name for themselves in future, not just by doing

business and earning huge profits, but by becoming able and responsible members of their society.

### **Outcomes Envisaged**

Social Entrepreneurship and Rural/Community Engagement programmes will aim at inspiring, guiding and supporting the students to fulfil their dreams of becoming successful entrepreneurs. Students would be encouraged to come forward with their innovative ideas under the guidance of the Social Entrepreneurship Swachhta & Rural Engagement Cell (SES REC) of the College. The Cell will undertake programmes as declared by MGNCRE from time to time. It will organize observances and celebrations to commemorate special events and thereby instil a sense of self-confidence and shared heritage and create a sense of both institutional and national pride among the students. It will organize awareness drives, workshops and seminars that will promote environmental awareness and community engagement.

### **Instituting the Swachh Policy**

The stakeholders are to be involved in drafting a policy document covering sustainable use of resources on campus and responsible management of waste. The identified faculty can assist in this process with inputs from the identified Student Team. Once the document is finalized, all residents, staff, private businesses and students on the campus need to be continuously encouraged to adhere to each of the policy components.

**a. Sanitation and hygiene policy:** Maintenance of cleanliness and institutionalisation of monitoring processes.

**b. Water conservation policy:** Optimum use of water, reuse of treated water, water saving appliances and water recycling.

**c. Rain water harvesting policy:** Porous pavements and rainwater harvesting structures.

**d. Waste Management Policy:** 5 R principles of reduce, reuse, recycle, refuse and regenerate as well as reducing waste sent to landfill to less than 10% of waste generated. Banning all plastic disposable items from the campus is the first step. Drawing lessons from Swachh campaign for handling computer & electronic equipment and other e-wastes.

**e. Energy conservation policy:** Introduction of solar energy and reduction in energy consumption through technologies and management processes.

**f. Greening Policy:** Growing endemic and endangered species of trees covering at least 33% of land area on campus.

**g. Student Activity Policy:** Maintenance of Swachhta during students' cultural programmes and any student activities.

**The following committee will guide and encourage the students to take part in the SES & REC related activities.**

<b>S.No</b>	<b>Committee members</b>	<b>Department</b>	<b>Signature</b>
1.	Prof.S.Karthigaidevi M.Sc.,M.Phil., Convenor	Biochemistry	
2.	Dr.D.Aswini M.A.,M.Phil.,Ph.d., Member	English	
3.	Dr.D.Sudha M.Sc.,M.Phil.,Ph.D., Member	Microbiology	
4.	Dr.R.Sangeetha M.Sc.,M.Phil.,Ph.D., Member	Biochemistry	
5.	Prof.E.Jagan M.Sc.,M.Phil., Member	Chemistry	
6.	Prof.R.Thendralarasi M.Sc.,M.Phil.,B.Ed., Member	Mathematics	

7.	Prof.S.Balu MBA.,M.Phil.,	Member	BBA	
8.	Prof.S.Janaki MCA	Member	Commerce CA	

**PRINCIPAL**