



GOBINDA PRASAD MAHAVIDYALAYA

P.O.- AMARKANAN, DIST.- BANKURA-722133 (W.B.)



SECOND CYCLE NAAC ACCREDITATION

CRITERION 7: INSTITUTIONAL VALUES AND BEST PRACTICES

7.2. BEST PRACTICES

Best Practice- 2

Title of the Practice: Arogyam Programme

Objectives of the Practice:

- To educate and spread awareness regarding health and hygiene practices among women and girls in the neighbouring villages.
- To dispel myths and break the stigma associated with menstruation and underscores the significance of maintaining hygiene during this period.
- To distribute sanitary napkins on a regular basis to women of the neighbouring villages who fall below the poverty line. This ensures that financial constraints do not prevent women from accessing essential hygiene products.
- To promote awareness regarding child health initiatives and vaccination programs.
- To involving healthcare professionals (B.M.O.H., lady counselor of “Anwasha Clinic” and ASHA Workers) to support and promote these programmes.

The Context

In a recent survey conducted by the NSS volunteers of Gobinda Prasad Mahavidyalaya in the adopted village of Goramara, significant issues regarding child health, women's health and hygiene were observed. The survey results were alarming, revealing that even in the 21st century, deep-rooted superstitions and stigmas around menstruation persist among the village women. Menstruation, a natural biological process, is still considered a taboo topic, leading to reluctance in open discussions.

This reluctance has dire consequences on their health. Due to inadequate awareness and financial constraints many women do not adopt proper hygienic practices during their menstrual periods. The survey highlighted that a significant number of women do not use sanitary napkins, opting instead for unsafe and unhygienic alternatives, which increases the risk of infections and other health complications.

In response to these findings, the Teachers' Council of Gobinda Prasad Mahavidyalaya decided to take immediate and proactive measures. Recognizing the need for improved awareness regarding menstrual health among women, particularly those from economically disadvantaged backgrounds, the institution launched the Arogyam Programme. This initiative aims to provide sustainable support and education on menstrual health and hygiene, breaking the cycle of stigma and superstition associated with menstruation

The Practice

The Arogyam Program was initiated based on a survey conducted by NSS volunteers targeting the backward and underprivileged sections of the population. Following the survey, the findings were discussed among our faculty council members to determine the best approach to reach village women and spread awareness about health issues. Female faculty members and students then took the initiative to visit the villages twice a month to engage with the women, focusing on their health and the health of their children.

Initially, the village women were hesitant to discuss private matters such as menstruation. However, with regular visits, trust was established, and the women began to share their concerns. Our faculty and students provided education about menstruation, emphasizing the importance of maintaining proper hygiene during this time.

We also collaborated with the Block Medical Officer of Health (BMOH) of Amarkanan Rural Hospital, the nearest hospital to our college. The BMOH offered his support and introduced us to the lady counselor from the "Anwasha Clinic." This counselor has accompanied our team on every village visit, providing mental health counseling and raising awareness about menstrual hygiene.

As a result of these efforts, we have successfully established a strong presence in the villages, ensuring the sustainability of this project. Many village women now feel comfortable reaching out to Mrs. Runu Ghosh, Assistant Professor of History and in charge of the Arogyam Program, to discuss their issues and seek guidance.

The Arogyam Programme also focuses on raising awareness about child health and hygiene. During our visits, we emphasize the importance of vaccination programs, ensuring that no child misses any doses and that the vaccination schedule is strictly followed. We also highlight the significance of pulse polio drives and administering vitamin A drops.

Additionally, we educate parents on the importance of providing their children with nutritious food and avoiding unhealthy options. We discuss how proper nutrition is crucial for child development and how maintaining good hygiene, along with a balanced diet, can help raise healthy, growing individuals. Through these efforts, we aim to improve overall child health and well-being in the villages.

Evidence of Success

- The Arogyam Programme received positive coverage in print media, including newspapers.
- Educated individuals in the villages have expressed their appreciation for the initiative, highlighting the benefits experienced by the village women.
- Our alumni have praised the programme and pledged financial support to sustain the project and provide sanitary napkins to more women in need.

- Ramkrishna Mission Ashrama, Ramharipur, and Shamayita Math, Amarkanan (an NGO) have recognized our efforts with an award certificate and committed to assisting with the project's future expansion.
- The Block Medical Officer of Health (BMOH) of Amarkanan Rural Hospital has commended the project and provides ongoing support by sending a lady counselor to accompany us on every Arogyam Programme initiative.
- A significant indicator of the programme's success is the shift in perception among women, who have overcome superstitions and now recognize menstruation as a natural and healthy process.

Problems Encountered and Resources Required

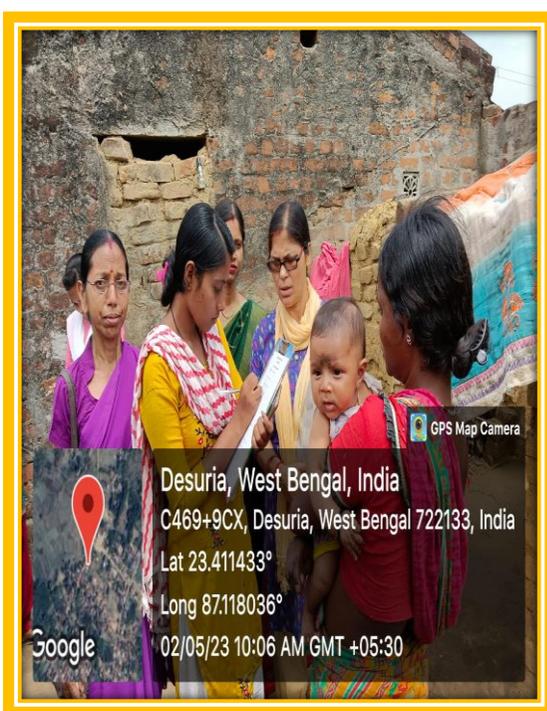
- The Arogyam Programme faces financial constraints, with a monthly cost of Rs. 1000/- to provide sanitary napkins, priced at Rs. 3/- each. This funding is entirely borne by the college and approved by the Governing Body.
- Initially, villagers misunderstood the project's funding, believing it to be a government initiative with the college only partially contributing while allegedly keeping the remaining funds. Over time, they came to realize that the project is fully funded by the college, with no government assistance.
- Educating village women to overcome the stigma surrounding menstruation was a significant challenge. Our teachers and students worked diligently to help them understand that menstruation is a natural biological process and not a taboo.
- Through persistent efforts, the women were made aware of the importance of maintaining hygiene during menstruation. They have now understood the necessity and proper use of sanitary napkins.

Some Geo-tagged Pictures of the Arogyam Programme held at different times throughout the year.

Arogyam Programme held on (09/03/23)

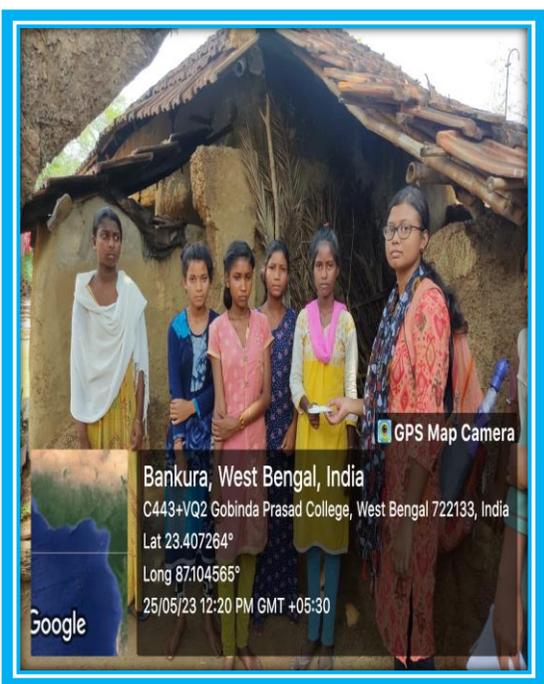


Arogyam Programme held on (02/05/23)





Arogyam Programme held on 25/05/23





GPS Map Camera



Google

Bankura, West Bengal, India

C423+VH7 Bipranil green park, Goramara Village, West Bengal 722133, India

Lat 23.40257°

Long 87.103252°

25/05/23 12:04 PM GMT +05:30



GPS Map Camera



Google

Bankura, West Bengal, India

C423+VH7 Bipranil green park, Goramara Village, West Bengal 722133, India

Lat 23.402548°

Long 87.103226°

25/05/23 12:06 PM GMT +05:30

Arogyam Programme held on 28/05/23



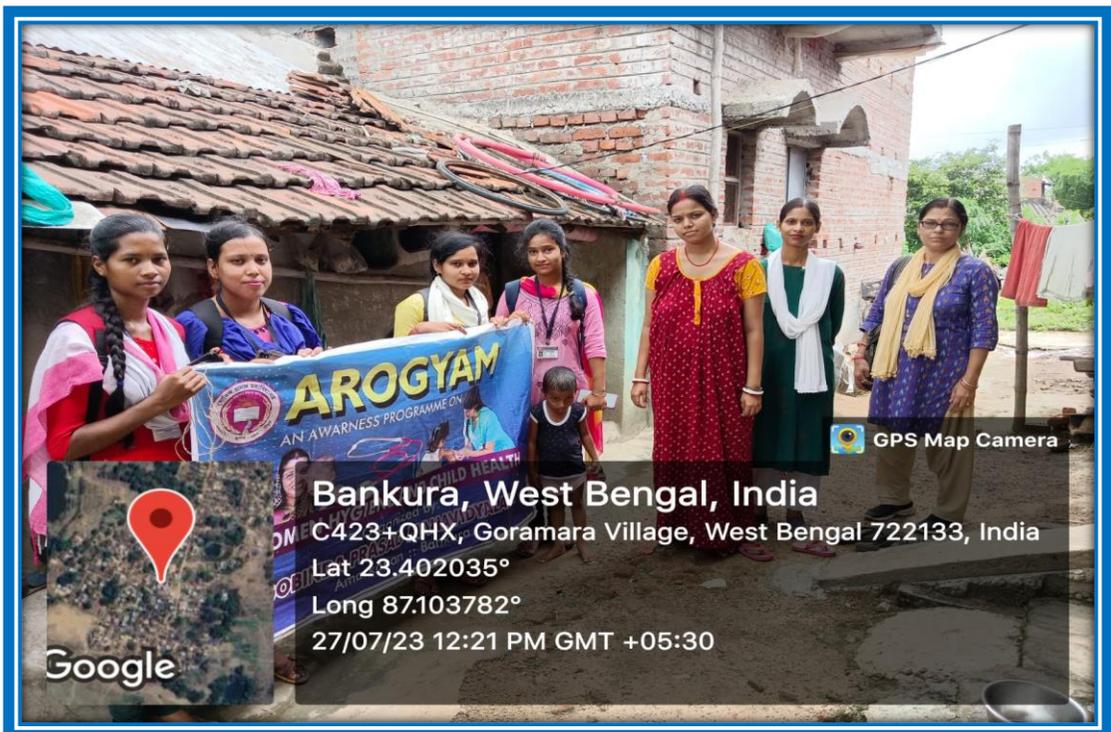
Arogyam Programme held on (09/06/23)



Arogyam Programme held on (13/07/23)



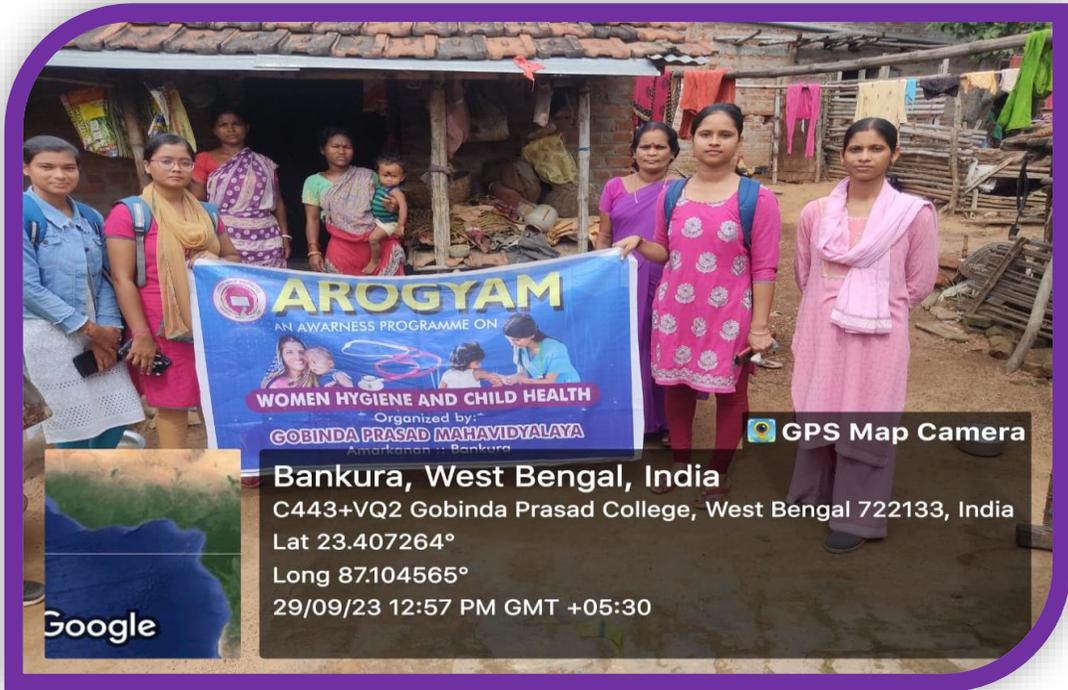
Arogyam Programme held on (27/07/23)



Arogyam Programme held on (10/08/23)



Arogyam Programme held on (29/09/23)



Arogyam Programme held on (23/11/23)



GOBINDAPRASADMAHAVIDYALAYA

AMARKANAN,BANKURA



Arogyam Programme Schedule of-2022

SL.NO.	MONTH	NAME OF VILLAGES	DATE	DAY	TIME
1	March	Deshuria	14.03.2022	Monday	11:30am-1:30pm
		Goramara	28.03.2022	Monday	11:30am-1:30pm
2	April	Bhairabpur	11.04.2022	Monday	11:30am-1:30pm
		Maraya	25.04.2022	Monday	11:30am-1:30pm
3	May	Deshuria	23.05.2022	Monday	11:30am-1:30pm
		Goramara	30.05.2022	Monday	11:30am-1:30pm
4	June	Bhairabpur	06.06.2022	Monday	11:30am-1:30pm
		Maraya	27.06.2022	Monday	11:30am-1:30pm
5	July	Deshuria	11.07.2022	Monday	11:30am-1:30pm

		Goramara	25.07.2022	Monday	11:30am-1:30pm
6	August	Bhairabpur	08.08.2022	Monday	11:30am-1:30pm
		Maraya	22.08.2022	Monday	11:30am-1:30pm
7	September	Deshuria	05.09.2022	Monday	11:30am-1:30pm
		Goramara	19.09.2022	Monday	11:30am-1:30pm
8	November	Bhairabpur	07.11.2022	Monday	11:30am-1:30pm
		Maraya	21.11.2022	Monday	11:30am-1:30pm
9	December	Deshuria	12.12.2022	Monday	11:30am-1:30pm
		Goramara	19.12.2022	Monday	11:30am-1:30pm

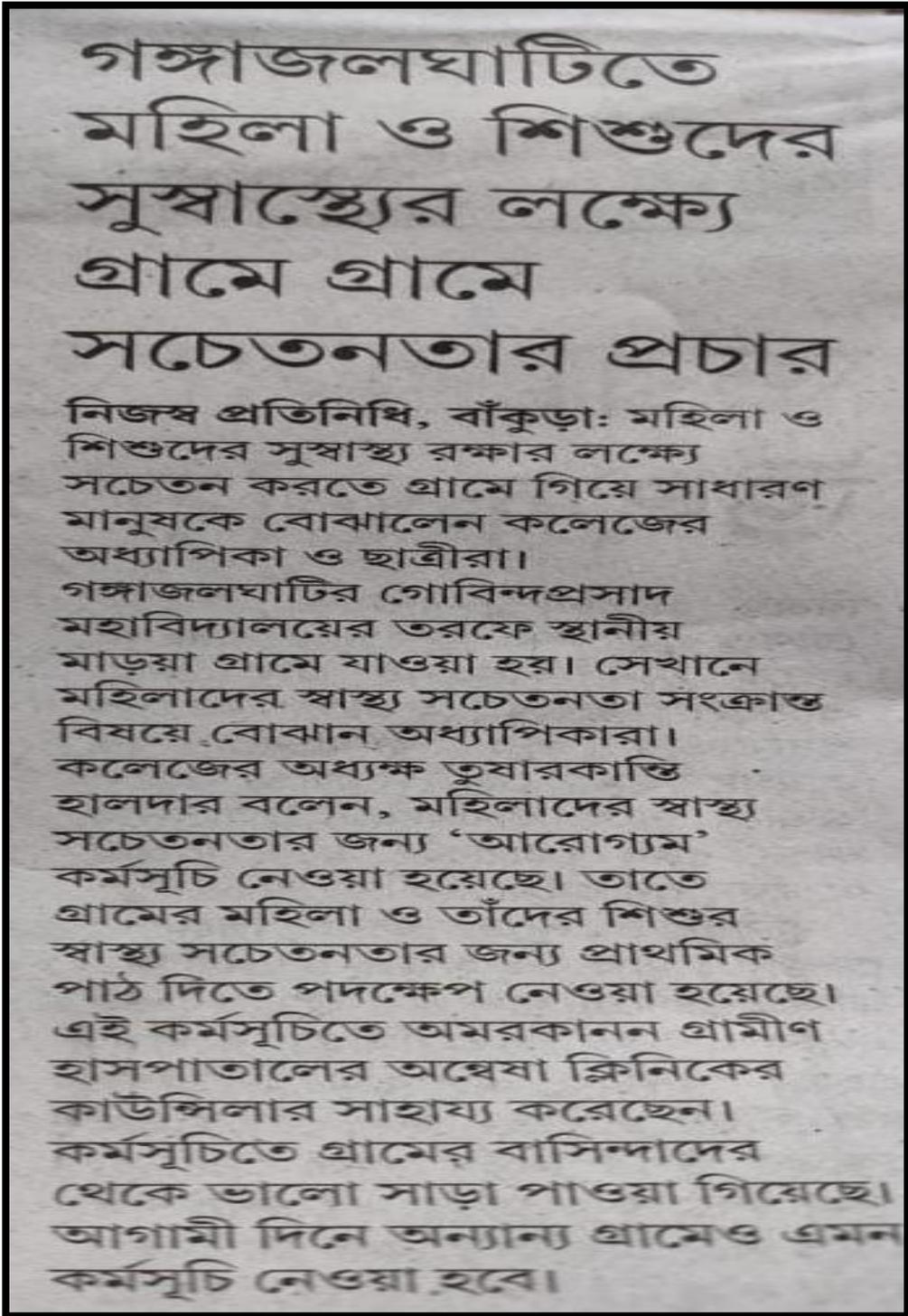
Arogyam Programme Schedule of-2023

SL.NO.	MONTH	NAME OF VILLAGES	DATE	DAY	TIME
1	March	Maraya	09.03.2023	Thursday	11:30am-1:30pm
		Goramara	20.03.2023	Monday	11:30am-1:30pm
2	April	Bhairabpur	03.04.2023	Monday	11:30am-1:30pm
		Deshuria	17.04.2023	Monday	11:30am-1:30pm
3	May	Maraya	02.05.2023	Tuesday	11:30am-1:30pm
		Goramara	25.05.2023	Thursday	11:30am-1:30pm
		Deshuria	28.05.2023	Sunday	11:30am-1:30pm
4	June	Bhairabpur	09.06.2023	Friday	11:30am-1:30pm
		Deshuria	19.06.2023	Monday	11:30am-1:30pm
5	July	Maraya	13.07.2023	Thursday	11:30am-1:30pm
		Goramara	27.07.2023	Thursday	11:30am-1:30pm
6	August	Bhairabpur	10.08.2023	Thursday	11:30am-1:30pm

		Deshuria	21.08.2023	Monday	11:30am-1:30pm
7	September	Maraya	04.09.2023	Monday	11:30am-1:30pm
		Goramara	29.09.2023	Friday	11:30am-1:30pm
8	November	Bhairabpur	06.11.2023	Monday	11:30am-1:30pm
		Deshuria	23.11.2023	Thursday	11:30am-1:30pm
9	December	Maraya	04.12.2023	Monday	11:30am-1:30pm
		Goramara	18.12.2023	Monday	11:30am-1:30pm




Principal
 Gobinda Prasad Mahavidyalaya
 Amarkanana, Bankura

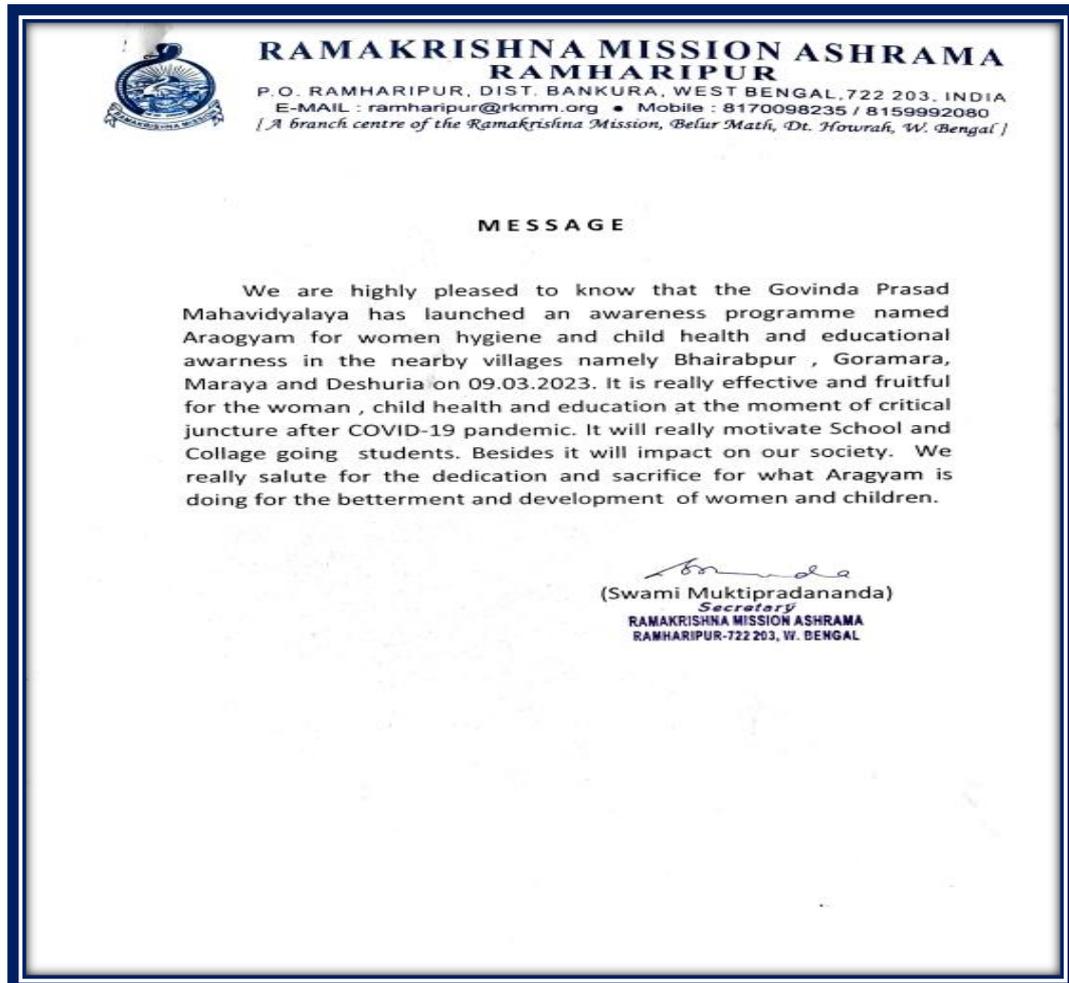


'Bartaman' Newspaper

Award Certificate for *Arogyam* Programme, awarded by Ramkrishna Mission Ashrama, Ramharipur, Bankura



Message from Ramkrishna Mission Ashrama, regarding Arogyam Programme



**Award Certificate for Arogyam Programme, awarded by Shamayita Math,
Ranbahal, Amarkanan**



**Certificate of Appreciation for the Arogyam Programme awarded by Shamayita Math,
Ranbahal, Amarkanan**

