



Tarakeswar Degree College

Tarakeswar, Hooghly, Pin-712410

(Affiliated to the University of Burdwan)

Tarakeswar Degree College not only strives to deliver high-quality education but also aims to cultivate social responsibility and environmental leadership in its students. The institution has adopted various effective measures that go beyond academic achievements to tackle important community and environmental challenges. Among these are the "Our Campus Green Campus" initiative and the "Help the Society as You Can" campaign.

Best Practice: “Our Campus Green Campus”

Objectives

1. Foster a Healthy Environmental Balance on the Campus and Surrounding Areas

- **Conservation of Biodiversity:** Implement practices that protect and enhance the biodiversity within the campus, including the maintenance of green spaces, gardens, and tree plantations.
- **Sustainable Resource Management:** Promote the efficient use of resources such as water and energy, encouraging practices like rainwater harvesting, recycling, and the use of renewable energy sources.
- **Pollution Reduction:** Implement measures to minimize pollution, such as waste management programs, reducing the use of plastics, and encouraging the use of eco-friendly products and transportation options.
- **Climate Resilience:** Develop and maintain green infrastructure that enhances the campus's ability to withstand and adapt to climate-related impacts, such as heatwaves, heavy rainfall, and other extreme weather events.

2. Cultivate Environmental Awareness and a Sense of Stewardship Among Students and the Local Community

- **Educational Programs:** Organize workshops, seminars, and courses focused on environmental issues, sustainability practices, and green technologies to educate and engage students and staff.

- **Community Involvement:** Encourage active participation from students, faculty, and the local community in environmental initiatives, such as tree planting drives, clean-up campaigns, and sustainability projects.
- **Research and Innovation:** Promote research activities and innovation in the field of environmental science and sustainability, providing opportunities for students to engage in projects that address local and global environmental challenges.
- **Behavioral Change:** Foster a culture of sustainability by encouraging environmentally responsible behavior among students and staff, such as reducing waste, conserving energy, and supporting sustainable practices in their daily lives.
- **Partnerships and Collaborations:** Build partnerships with local environmental organizations, government bodies, and other educational institutions to amplify the impact of green initiatives and share best practices.

By integrating these objectives, Tarakeswar Degree College aims to create a sustainable and environmentally conscious campus that not only benefits the immediate surroundings but also instills a lasting commitment to environmental stewardship in its students and the wider community

Context

The conversion of agricultural land to residential areas in Tarakeswar is driven by the demand for housing due to the breakdown of joint families, high population density, and migration. This land use change threatens future food security, as the decrease in agricultural land reduces soil fertility and productivity, leading to higher food prices and potential displacement of both rural and urban communities. Recognizing the crucial role educational institutions play in promoting environmental consciousness, Tarakeswar Degree College identified several key challenges:

1. Instilling a Sense of Environmental Responsibility in Both Students and the Surrounding Community

- **Educational Outreach:** The college focuses on integrating environmental education into the curriculum and co-curricular activities to foster a deep sense of environmental responsibility among students. Regular workshops, seminars, and awareness programs are conducted to educate students and the community about the importance of environmental stewardship.
- **Community Engagement:** The college actively engages with the local community through various outreach programs, encouraging community members to participate in environmental initiatives, such as tree planting drives, clean-up campaigns, and sustainability workshops.

2. Maintaining and Enhancing the Existing Green Cover on Campus

- **Green Infrastructure:** Efforts are made to preserve and expand the green spaces on campus. This includes planting more trees, creating gardens, and developing

green corridors that not only enhance the aesthetic appeal but also contribute to the ecological balance.

- **Biodiversity Conservation:** Initiatives are taken to protect and promote local flora and fauna, creating a habitat that supports biodiversity within the campus.

3. Integrating Sustainable Practices Effectively into the Daily Operations of the College

- **Resource Management:** The college has implemented measures to use resources efficiently, such as rainwater harvesting systems, solar panels, and waste segregation and recycling programs. This helps in reducing the ecological footprint of the institution.
- **Sustainable Transportation:** Promoting the use of bicycles, public transportation, and carpooling among students and staff to reduce carbon emissions and traffic congestion around the campus.

4. Addressing the Environmental Impact Generated by the College, Including Waste Management and Resource Conservation

- **Waste Reduction:** The college has established comprehensive waste management systems that include segregation, recycling, and composting. Initiatives are in place to reduce the use of single-use plastics and encourage the use of reusable materials.
- **Energy Conservation:** Steps are taken to minimize energy consumption through the use of energy-efficient appliances, regular maintenance of electrical systems, and awareness campaigns on energy-saving practices.

By addressing these challenges, Tarakeswar Degree College aims to create a sustainable and environmentally conscious campus that not only benefits the immediate surroundings but also instills a lasting commitment to environmental stewardship in its students and the wider community.

Practice

Tarakeswar Degree College has transformed its campus into a vibrant, eco-conscious space through a comprehensive approach to environmental responsibility. The college grounds feature mature trees, tranquil ponds, and a sprawling football field, creating a visually appealing environment that promotes recreation and a connection to nature. The college garden, meticulously maintained by staff, includes a medicinal garden established by the NSS and the biodiversity club. This garden serves as both an educational resource and a means of promoting well-being through native plant species.

Key Initiatives and Practices

1. Regular Tree Planting Programs

- **Enhancing Aesthetics:** Regular tree planting not only beautifies the campus but also creates a serene and inviting atmosphere for students, staff, and visitors.
- **Improving Air Quality:** Trees play a crucial role in purifying the air by absorbing pollutants and releasing oxygen, thereby contributing to a healthier environment.
- **Supporting Biodiversity:** Planting a variety of tree species helps to maintain and enhance the biodiversity of the campus, providing habitat and food sources for various wildlife.

2. Educational and Community Engagement Activities

- **Workshops and Campaigns:** The NSS, NCC, and biodiversity club organize activities, workshops, and campaigns to educate students and the community about sustainable practices. These programs focus on topics such as conservation, waste management, and the benefits of native plant species.
- **Regular Cleaning Drives:** These drives emphasize the shared responsibility of maintaining a clean and thriving campus environment. They foster a sense of community and pride among participants while keeping the campus pristine.

3. Upholding Environmental Responsibility

- **Tobacco-Free Campus:** By creating a smoke-free environment, the college promotes the health and well-being of the entire community, reducing exposure to harmful tobacco smoke.
- **Ban on Single-Use Plastics:** Encouraging the use of reusable alternatives helps to minimize plastic waste, fostering responsible waste management practices and reducing the environmental impact.
- **Organic Fertilizers:** The use of organic fertilizers promotes healthy plant growth without the adverse effects of chemical fertilizers, enhancing soil health and supporting sustainable agriculture.
- **Water and Electricity Conservation:** Measures are implemented to maximize resource utilization and minimize waste. For example, the library uses energy-efficient LED lighting to reduce electricity consumption. Water conservation practices, such as rainwater harvesting and efficient irrigation systems, ensure sustainable water use.
- **Responsible Waste Management:** Proper handling of e-waste and chemical waste prevents pollution and ensures that hazardous materials are disposed of safely. Recycling programs and waste segregation are key components of the college's waste management strategy.

By integrating these practices, Tarakeswar Degree College not only fosters a sustainable and eco-friendly campus but also serves as a model for environmental responsibility. The college's

initiatives encourage students, staff, and the local community to adopt and promote sustainable practices, contributing to a healthier and more sustainable future.

Success

The college's commitment to environmental responsibility has led to significant positive outcomes, notably reflected in the behavior of stakeholders, including faculty and students. These outcomes are a testament to the college's efforts to cultivate an eco-conscious culture on campus.

Increased Green Cover and Biodiversity on Campus

- **Active Participation:** Faculty and students actively participate in tree planting drives, ensuring the ongoing enhancement of green spaces. Their involvement goes beyond mere participation; they often take the initiative to propose and lead new greening projects.
- **Biodiversity Initiatives:** Both faculty and students contribute to maintaining and expanding the biodiversity garden. This hands-on involvement has fostered a deeper appreciation and understanding of local flora and fauna, encouraging sustainable practices beyond the campus.

Positive Feedback from Students and Community Members on Environmental Initiatives

- **Engagement and Enthusiasm:** Environmental initiatives receive enthusiastic support from students and faculty. Positive feedback is commonly shared through formal feedback mechanisms and informal channels, such as discussions and social media.
- **Community Recognition:** The college's environmental efforts have garnered recognition and appreciation from the local community. Community members often express their support and admiration for the college's green initiatives, further motivating the stakeholders to continue their efforts.

Successful Workshops and Campaigns Lead to Greater Participation and Awareness

- **Educational Impact:** Workshops and campaigns organized by the NSS, NCC, and the biodiversity club are well-attended and have a substantial educational impact. Faculty members often integrate these initiatives into their teaching, creating a cohesive learning experience that reinforces the importance of sustainability.
- **Increased Involvement:** There has been a noticeable increase in student participation in environmental activities. This is attributed to the engaging and informative nature of the workshops and campaigns, which make environmental issues relevant and actionable for the students.

Reduction in the Use of Single-Use Plastics and Tobacco on Campus

- **Behavioral Change:** There has been a significant reduction in the use of single-use plastics and tobacco on campus. This change is driven by the collective efforts of faculty and students who advocate for and model sustainable behaviors.

- **Policy Compliance:** Compliance with the college's policies on single-use plastics and tobacco is high. Faculty and students demonstrate their commitment to these policies through daily practices, such as using reusable containers and maintaining a smoke-free environment.
- **Peer Influence:** The behavioral change is also influenced by peer pressure and support. Students and faculty members encourage one another to adhere to the sustainable practices promoted by the college, creating a positive and reinforcing environment.

By fostering a culture of environmental responsibility and engaging its stakeholders in meaningful ways, Tarakeswar Degree College has successfully increased its green cover, improved biodiversity, garnered positive feedback, heightened participation in sustainability initiatives, and reduced the use of single-use plastics and tobacco. These successes highlight the effective implementation of the college's environmental policies and the strong commitment of its faculty and students.

Challenges and Resources Needed

Despite the successes in fostering a green campus, Tarakeswar Degree College, as a semi-urban institution with limited funding, faces several challenges in sustaining and enhancing its environmental initiatives. The college has collaborated with Green Mates, a local NGO, and the Biodiversity Group of Tarakeswar Municipality to address some of these challenges, yet additional resources and support are needed for long-term success.

Challenges

1. Budget Limitations

- **Funding Constraints:** Limited financial resources restrict the scale and scope of environmental projects. Essential activities like maintaining green spaces, implementing new sustainability projects, and acquiring necessary materials and equipment are often constrained by budget limitations.
- **Grant Dependency:** The college relies on grants and donations, which can be unpredictable and insufficient to cover all expenses. Securing consistent and adequate funding remains a significant challenge.

2. Encouraging Long-Term Behavioral Changes

- **Sustained Engagement:** While initial participation in environmental initiatives is high, maintaining long-term commitment among students and faculty requires continuous effort and innovative approaches.
- **Behavioral Consistency:** Encouraging consistent and long-term adoption of sustainable practices, such as reducing plastic use and conserving resources, is challenging. Regular reinforcement and motivation are necessary to embed these behaviors into the daily routine of stakeholders.

3. Need for Continuous Monitoring and Evaluation

- **Ongoing Assessment:** Continuous monitoring and evaluation of environmental initiatives are crucial for measuring impact and making necessary adjustments. However, limited resources and manpower make it difficult to conduct thorough and regular assessments.
- **Data Collection and Analysis:** Effective monitoring requires systematic data collection and analysis, which can be resource-intensive. Ensuring accurate and comprehensive data to evaluate the success of various programs is a persistent challenge.

Resources Needed

1. Additional Funding

- **Grant Applications:** The college is actively seeking additional funding through grants from government bodies, private foundations, and international organizations. Increased funding would enable the expansion and enhancement of environmental projects.
- **Corporate Sponsorships and Donations:** Partnering with corporate entities and local businesses for sponsorships and donations can provide a steady stream of financial support for the college's green initiatives.

2. Training Programs

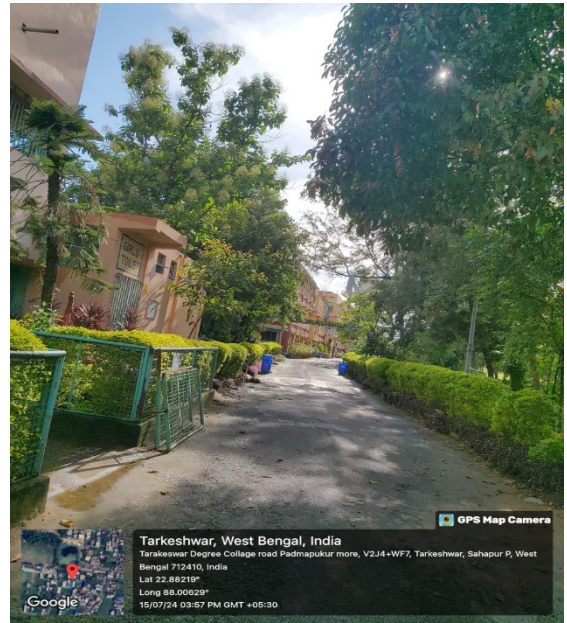
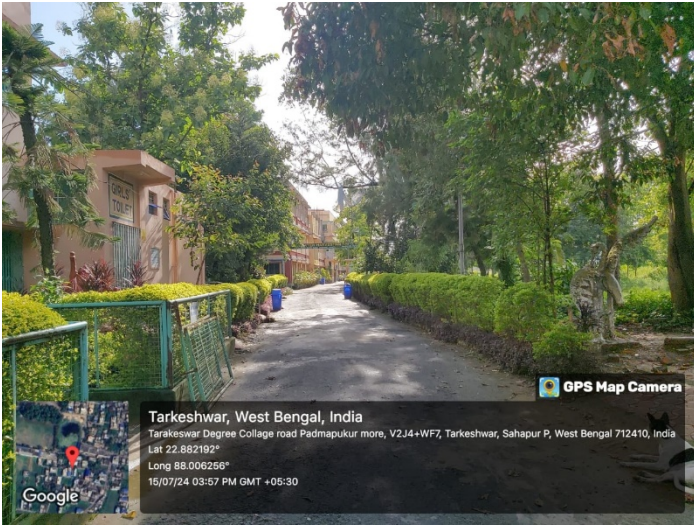
- **Capacity Building:** Implementing training programs for faculty, staff, and students on sustainable practices and environmental management is essential. These programs would enhance their knowledge and skills, enabling them to contribute more effectively to the college's green initiatives.
- **Professional Development:** Providing opportunities for professional development in areas such as sustainable resource management, environmental education, and project management would empower faculty and staff to lead and sustain environmental efforts.

3. Collaboration with Local Authorities and Community Organizations

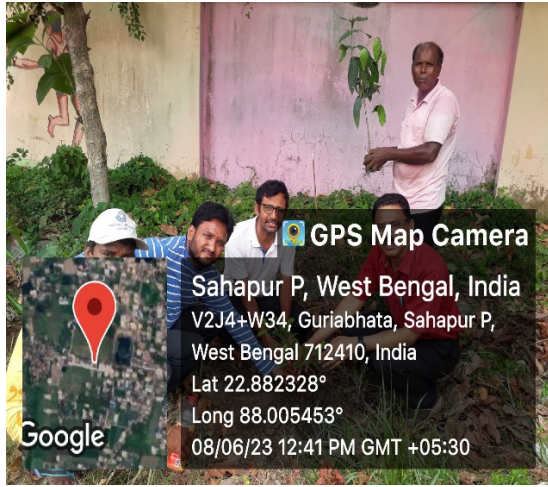
- **Partnerships for Resources and Expertise:** Strengthening collaborations with local authorities, such as the Tarakeswar Municipality, and community organizations like Green Mates can provide access to additional resources, expertise, and support. These partnerships can facilitate joint initiatives and shared responsibilities in promoting environmental sustainability.
- **Community Engagement:** Engaging the local community in environmental programs can amplify the impact and ensure broader support for the college's initiatives. Community involvement can also lead to shared ownership and responsibility for maintaining a green and sustainable environment.

By addressing these challenges and securing the necessary resources, Tarakeswar Degree College aims to strengthen its commitment to environmental sustainability, ensuring long-term success and a lasting positive impact on the campus and surrounding community.

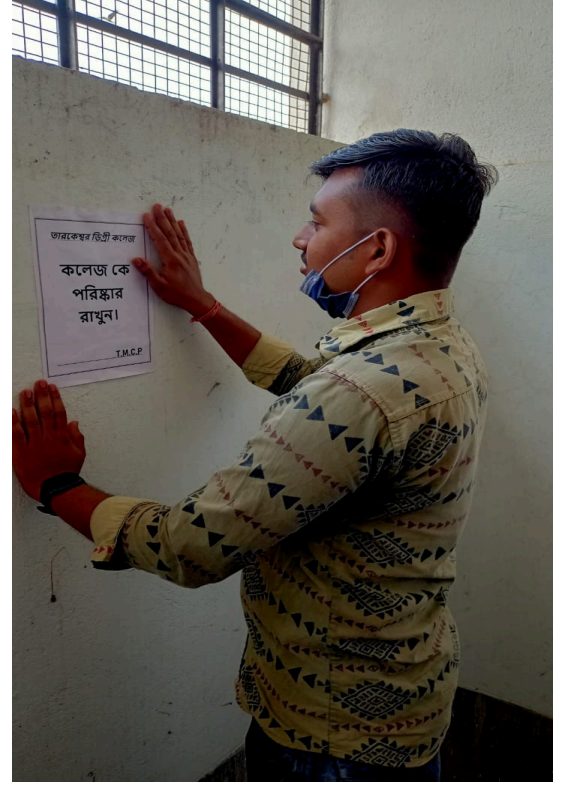
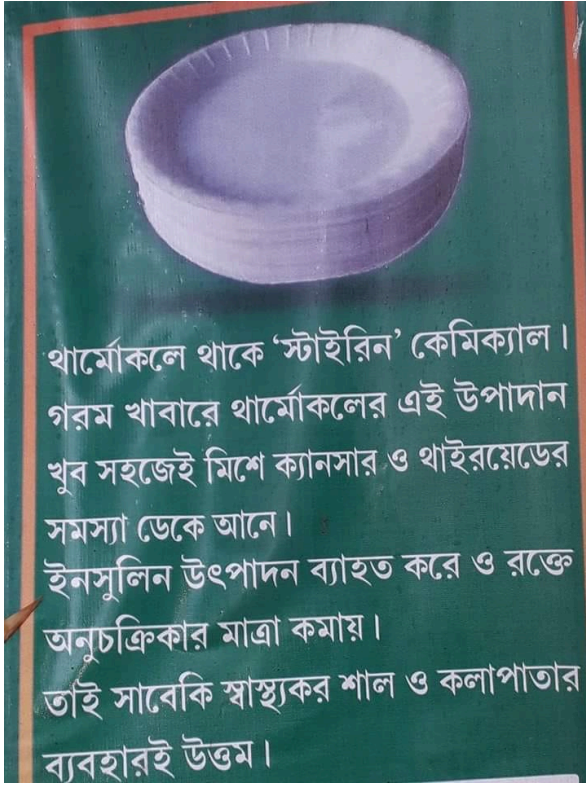
Some Glimpses of “Our Campus Green Campus” initiative













Best Practice:

Title of the practice: “Help the Society as You Can”

Objectives

1. Raise Awareness about Social and Health Issues Among Students and the Local Community

- ❖ **Educational Campaigns:** Organize educational campaigns and workshops to inform students and community members about pressing social and health issues, such as hygiene, nutrition, mental health, substance abuse, and prevalent diseases.
- ❖ **Collaboration with Experts:** Invite healthcare professionals, social workers, and experts to deliver lectures and interactive sessions, providing credible information and practical advice on various health and social matters.
- ❖ **Dissemination of Information:** Utilize various media, including social media platforms, college newsletters, and local community bulletins, to spread awareness and keep the community informed about ongoing health and social issues and initiatives.

2. Contribute to the Well-being of the Surrounding Local Community

- ❖ **Health Camps and Medical Check-ups:** Conduct regular health camps offering free medical check-ups, vaccinations, and consultations to the local community. Partner with local healthcare providers and NGOs to facilitate these services.
- ❖ **Community Service Programs:** Encourage students to participate in community service programs that address local needs, such as literacy drives, cleanliness campaigns, and support for the elderly and underprivileged.
- ❖ **Donation Drives:** Organize donation drives to collect essential items like food, clothing, books, and medicines for distribution among the needy in the local community. Collaborate with local charities and organizations to ensure effective distribution.

- ❖ **Skill Development Workshops:** Offer skill development workshops for the local community, focusing on areas such as vocational training, digital literacy, and financial literacy, empowering them to improve their socio-economic status.
- ❖ **Environmental Initiatives:** Implement environmental initiatives like tree planting, waste management projects, and awareness campaigns on sustainability to enhance the quality of life in the local community.

Context: Context

Tarakeswar, a semi-urban area in West Bengal, faces significant disparities in urban amenities, which have profound implications for the quality of life of its residents. Despite being a prominent religious destination that attracts numerous tourists, the town struggles with basic infrastructure and services, such as consistent access to tap water, effective sewage systems, and reliable waste management. These issues are compounded by flooding, poverty, illiteracy, and social discrimination.

Tarakeswar Degree College's Role

In this context, Tarakeswar Degree College, through its NSS units and NCC, plays a crucial role in addressing these challenges by boosting civic awareness and improving the quality of life through targeted community interventions that go beyond academics.

1. Community Health and Hygiene Initiatives

- **Cleanliness Drives:** Regular cleanliness drives are organized to clear garbage from open drains and public spaces, promoting a healthier environment.
- **Health Camps:** The NSS units and NCC regularly conduct health camps providing free medical check-ups and health education to the local community.

2. Educational Outreach

- **Literacy Programs:** Initiatives to improve literacy rates, including evening classes and educational workshops for children and adults in the community.
- **Awareness Campaigns:** Campaigns on social issues such as the importance of sanitation, waste segregation, and water conservation.

3. Infrastructure Support

- **Water and Sanitation Projects:** Collaborations with local authorities to install water purifiers and improve sanitary facilities in underserved areas.
- **Flood Relief Activities:** Mobilizing resources and volunteers for flood relief and rehabilitation efforts during the monsoon season.

Impact and Future Directions

Through these efforts, Tarakeswar Degree College has made a significant impact on the local community by improving health and hygiene, raising awareness about critical social issues, and contributing to better infrastructure. However, ongoing challenges such as limited funding and the need for continuous monitoring and evaluation remain.

References for the context of this practice:

- Bureau of Indian Standards. (2019). *Access to Tap Water in Urban Households*. Retrieved from [BIS Website](#)
- National Institute of Urban Affairs. (2020). *Urban Sewage Systems: A Case Study of Tarakeswar*. Retrieved from [NIUA Website](#)
- Central Pollution Control Board. (2021). *Waste Management in Tourist Destinations*. Retrieved from CPCB Website
- Census of India. (2011). *Literacy Rates and Socio-Economic Data*. Retrieved from [Census of India Website](#)
- West Bengal State Electricity Distribution Company Limited. (2020). *Electricity Supply Report for Tarakeswar*. Retrieved from [WBSEDCL Website](#)

Some glimpses of “Help the Society as You Can”











