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**NOT ME, BUT YOU**  
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# **NSS**

# **Activities Annual Report**

# **FY-22-23**

Conducted by **The NSS CELL-The University of Burdwan**

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## NSS Activities Overview, FY- 2022-23

Name of the activity	Organising unit/ agency/ collaborating agency	Name of the scheme	Year of the activity	Number of students participated in such activities
World Environment Day	NSS	NSS	2022	95
Tree Plantation Drive	NSS	NSS	2022	56
Street Drama on Plastic Free Locality	NSS	NSS	2022	130
World Yoga Day Celebration, 2022	NSS			
National Youth Day Celebration Cycle Rally & Competitions	NSS & Rotary Club	NSS	2023	130
25th National Exhibition organized by Science and Culture Organisation for Youth	Burdwan University & NSS Cell		2022	50
NSS Orientation Programme	NSS	NSS	2022	93
National Adventure Camp, 2022	Ministry of Sports and Youth Affairs, Govt. of India		2022	2
National Integration Camp, 2022	Ministry of Sports and Youth Affairs, Govt. of India		2022	2
5th Regional Science & Technology Congress 2022-23, 2023	NSS		2023	150



National Integration Camp	Ministry of Sports and Youth Affairs, Govt. of India; Regional Directorate of NSS, Kolkata; University of Burdwan	NSS	2023	<b>300</b>
Street Drama on Cyber Awareness (under 4 police station in Purba Bardhaman District)	NSS & Department of Mass Communication, University of Burdwan; Purba Bardhaman District Police	NSS	2023	<b>160</b>



# World Environment Day Celebration, 2022

**Date:** 20th June 2022

**Time:** 8 A.M. to 10 A.M.

**Venue:** University Campus to Bara Bazar

**Organizing Unit:** NSS (National Service Scheme)

**Collaborating Agency:** None

## Action Photos:



**Brief Report:** The World Environment Day celebration on 20th June 2022 was organized by the NSS (National Service Scheme) unit I, II, & III, in alignment with the global theme to raise awareness and take action on pressing environmental issues. The event saw active participation from 95 students, demonstrating their commitment to environmental conservation. The celebration commenced at 8:30 A.M. with a rally organized by the NSS unit, starting from the University campus and culminating at Bara Bazar, a bustling market area. The rally aimed to engage the local community and spread awareness about environmental conservation measures.



## Tree Plantation Drive, 2022

**Date:** 20th June 2022

**Time:** 12 P.M. onwards

**Venue:** University Campus

**Organizing Unit:** NSS (National Service Scheme)



**Brief Report:** The Tree Plantation Drive on 20th June 2022, organized by the NSS (National Service Scheme) unit, marked a significant effort towards environmental conservation and sustainability. The event witnessed the participation of 56 students, along with the esteemed presence of the Hon'ble Vice Chancellor, Hon'ble Pro Vice Chancellor, Registrar, and several other dignitaries. The drive commenced at around 12 P.M. with the NSS volunteers and university officials gathering at the designated areas across the campus. Led by the dignitaries, the 56 volunteers embarked on a mission to enhance the green cover of the campus through tree plantation.





Upon reaching Bara Bazar, the NSS volunteers organized a street drama focusing on the theme of creating a Plastic-Free Society. Through creative storytelling and engaging performances, the volunteers conveyed the importance of reducing plastic usage and adopting sustainable alternatives. The street drama garnered significant attention from both locals and passersby, effectively conveying the message of environmental stewardship. Spectators were encouraged to reflect on their own consumption habits and pledge to take action towards building a more sustainable future. The World Environment Day celebration, spearheaded by the NSS unit, served as a reminder of the collective responsibility to protect and preserve our environment for future generations. Through innovative activities such as rallies and street dramas, the event successfully engaged the community in meaningful dialogue and action towards creating a more eco-conscious society.

In conclusion, the World Environment Day celebration organized by the NSS unit was a testament to the university's commitment to environmental sustainability. By mobilizing students and engaging the local community, the event contributed to raising awareness and fostering a sense of environmental responsibility among participants.





Throughout the afternoon, over 200 trees were planted across various locations within the campus premises. The concerted efforts of the NSS volunteers, supported by the university leadership, exemplified the collective commitment to environmental stewardship. During the tree plantation drive, emphasis was laid on the importance of nurturing and protecting the newly planted trees. Volunteers went through the significance of ongoing care and maintenance to ensure the healthy growth of the saplings.

The presence of the Hon'ble Vice Chancellor, Hon'ble Pro Vice Chancellor, Registrar, and other dignitaries not only underscored the significance of the event but also served to inspire and motivate the participants towards active participation in environmental conservation efforts. In conclusion, the Tree Plantation Drive organized by the NSS unit was a testament to the university's dedication to fostering a sustainable and eco-friendly campus environment. By planting over 200 trees and emphasizing the need for ongoing care, the event contributed to the preservation of nature and the promotion of a greener future for all.





## World Yoga Day Celebration, 2022

**Date:** 21st June 2022

**Time:** 7 A.M. to 9 A.M.

**Venue:** Mohunbagan Ground, The University of Burdwan

**Organizing Unit:** NSS (National Service Scheme)

**Collaborating Agency:** N/A

### Action Photographs:



**Brief Report:** The World Yoga Day celebration on 21st June 2022 at Mohunbagan Ground, The University of Burdwan, organized by the NSS (National Service Scheme) unit, was a resounding success, promoting the practice of yoga and its manifold benefits among the university community.

The celebration commenced at 7 A.M. with participants gathering at the picturesque Mohunbagan Ground. Led by experienced yoga instructors, attendees engaged in a series of yoga asanas and breathing exercises, ranging from basic stretches to more advanced postures, tailored to individuals of all skill levels.





Despite the absence of a collaborating agency, the NSS unit ensured the smooth conduct of the event, which attracted a significant turnout of students and staff, all actively participating in the rejuvenating yoga session. The serene ambiance of the Mohunbagan Ground provided the perfect backdrop for individuals to unwind and reconnect with their inner selves through the practice of yoga.

Following the morning session, a national seminar on Yoga was organized in the later half of the day, commencing at 12 P.M., at Kadambini Ganguly Hall. Esteemed scholars and practitioners in the field of yoga shared insights and expertise, further enriching the participants' understanding of this ancient discipline.

In addition to the seminar, on the occasion of World Yoga Day, a poster and slogan-making competition were organized, engaging the creative talents of students in capturing the essence of yoga through art and expression. The holistic approach adopted by the NSS unit in organizing the World Yoga Day celebrations underscored the importance of incorporating yoga into daily routines for physical, mental, and spiritual well-being. Despite the challenges posed by the absence of a collaborating agency, the event was a testament to the dedication and commitment of the NSS unit in promoting health and wellness within the university community.

In conclusion, the World Yoga Day celebration at Mohunbagan Ground, The University of Burdwan, served as a powerful reminder of the enduring significance and popularity of yoga in modern society. The event's success was a testament to the NSS unit's unwavering commitment to promoting holistic health and well-being among students and staff, fostering a culture of wellness that will continue to resonate within the university community.



# National Youth Day Celebration Cycle Rally & Competitions

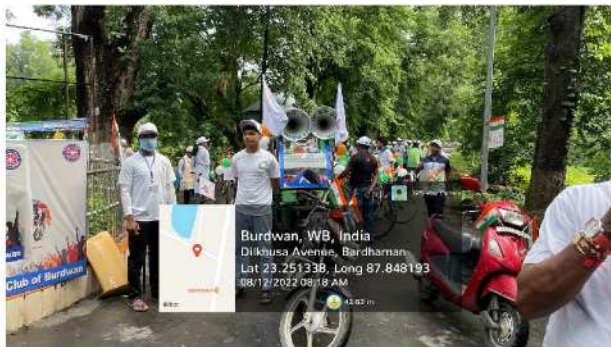
**Date:** 13th August 2022

**Organizing Units:** NSS (National Service Scheme)

**Venue:** Burdwan Town

**Collaborative Unit:** Rotary Club of Burdwan

## Action Photos:



The National Youth Day Celebration Cycle Rally & Competitions, organized jointly by the NSS (National Service Scheme) and Rotary Club, on 12th August 2023, marked a vibrant celebration of the ideals and spirit of youth. With a total of 130 NSS volunteers participating, the event exemplified the enthusiasm and commitment of the youth towards social causes and community engagement. The celebration kicked off with a Cycle Rally, which commenced at University Campus, Golapbag and traversed through B.C. Road, Curzon Gate, Khosbagan before culminating at the Golapbag Campus. Led by enthusiastic NSS volunteers, the rally served as a symbolic representation of the youth's dedication to promoting health, fitness, and environmental sustainability. Participants adorned in all white attire and decorated their bicycles with flags and





banners, attracting the attention of onlookers and spreading the message of youth empowerment and unity.

Upon reaching the final destination, a series of competitions and activities were organized to engage participants and celebrate the spirit of youth. Various competitions such as poster making, essay writing, quiz contests, and cultural performances provided a platform for NSS volunteers to showcase their talents, creativity, and knowledge on diverse subjects ranging from social issues to cultural heritage. The event also featured motivational speeches and interactive sessions by esteemed guests and dignitaries, inspiring participants to channel their energy and enthusiasm towards constructive endeavors for personal and societal growth. The presence of representatives from the Rotary Club further enriched the event, fostering collaboration and mutual support between the NSS and Rotary Club in their shared mission of community service and youth development.

Throughout the day, the National Youth Day Celebration served as a reminder of the potential and power of the youth to drive positive change and contribute to nation-building. By harnessing their energy and talents, NSS volunteers demonstrated their commitment to the ideals of Swami Vivekananda and their dedication to serving society selflessly. In conclusion, the National Youth Day Celebration Cycle Rally & Competitions, organized collaboratively by the NSS and Rotary Club, was a testament to the spirit of youth and the importance of collective action in shaping a brighter future for generations to come. The event not only celebrated the ideals of youth but also provided a platform for NSS volunteers to showcase their talents and contributions towards building a better society.



# 25th National Exhibition organized by the Science and Culture Organisation for Youth

**Date:** 25th to 27th August 2022

**Time:** 10 AM to 10 PM

**Venue:** Book Fair Ground, Salt Lake, Kolkata

## Action Photographs:



**Brief Report:** The participation of the NSS (National Service Scheme) of Burdwan University in the 25th National Exhibition organized by the Science and Culture Organisation for Youth showcased the university's commitment to innovation, community development, and youth





empowerment. Fifty enthusiastic volunteers from the NSS represented Burdwan University at the national exhibition, held to celebrate scientific and cultural achievements across the country. The exhibition provided a platform for universities and organizations to showcase their advancements, inventions, patents, publications, and other notable achievements. The NSS team from Burdwan University took this opportunity to highlight the university's pride by showcasing various activities, inventions, patents, and publications that have contributed to its reputation as a center of excellence. The exhibition stall served as a hub of innovation and inspiration, attracting visitors and garnering attention for the university's achievements.

The participation of Burdwan University's NSS in the 25th National Exhibition not only celebrated the university's achievements but also served as a platform to inspire and engage the youth in meaningful initiatives for community development and societal progress. Through collaboration, innovation, and dedication, the NSS team contributed to the success of the exhibition while promoting the university's values of excellence, service, and social responsibility.



# NSS Orientation Programme for Principals and Programme Officers under the University of Burdwan

**Date:** 18th October 2022

**Organizing Unit:** NSS (National Service Scheme)

**Total Number of Programme Officers:** 93

## Action Photographs:





**Brief Report:** The NSS Orientation Programme for Principals and Programme Officers under the University of Burdwan, held in 2022, served as a vital platform for capacity building and fostering a deeper understanding of the NSS mission and objectives. With a total of 93 Programme Officers in attendance, the event aimed to equip participants with the necessary knowledge and skills to effectively lead NSS activities within their respective institutions.

The programme, spanning from 10 A.M. to 2 P.M., was graced by the presence of esteemed dignitaries, including: Hon'ble Regional Director of NSS, Kolkata, Ms. Piyali Das, Assistant Director, Department of Health and Family Welfare, Govt. of West Bengal, Hon'ble Vice Chancellor, Pro Vice Chancellor, Principals and Programme Officers.

The presence of these dignitaries underscored the significance of the orientation programme in shaping the future direction of NSS activities within the University of Burdwan and its affiliated institutions. The orientation programme encompassed various sessions aimed at providing participants with a comprehensive understanding of NSS objectives, policies, and best practices. Topics covered included:

- Introduction to NSS: An overview of the National Service Scheme, its history, objectives, and organizational structure.
- Roles and Responsibilities: Clarification of the roles and responsibilities of Programme Officers in facilitating NSS activities and fostering student engagement.
- NSS Programmes and Initiatives: An overview of the various programmes and initiatives conducted by NSS, including community service projects, awareness campaigns, and skill development activities.
- Partnerships and Collaborations: Exploring opportunities for collaboration with government agencies, NGOs, and other stakeholders to enhance the impact and reach of NSS activities.
- Monitoring and Evaluation: Guidance on effective monitoring and evaluation techniques to assess the outcomes and impact of NSS activities.
- Best Practices Sharing: Interactive sessions where Programme Officers shared best practices, success stories, and lessons learned from their experiences.

The NSS Orientation Programme provided a valuable platform for networking, knowledge exchange, and capacity building among Programme Officers. It empowered participants with the necessary tools and resources to lead NSS activities effectively and make a positive impact in their communities. In conclusion, the orientation programme, with its comprehensive agenda and esteemed speakers, served as a catalyst for fostering leadership and innovation within the NSS community. It laid the foundation for strengthened collaboration, enhanced engagement, and greater impact in the pursuit of social change and community development.





# NSS National Adventure Camp 2022 at Pong Dam, Himachal Pradesh

**Date:** 29th October to 7th November 2022

**Organizing Unit:** NSS (National Service Scheme)

**Venue:** Atal Bihari Vajpayee Institute of Mountaineering and Allied Sports (ABVIMAS), Pong Dam, Himachal Pradesh





**Brief Report:** The NSS National Adventure Camp 2022 held at the Atal Bihari Vajpayee Institute of Mountaineering and Allied Sports (ABVIMAS) in Pong Dam, Himachal Pradesh, from 29th October to 7th November 2022, was a transformative experience for the participants. Led by a team of 8 volunteers and one Programme Officer from the University of Burdwan, the camp brought together adventurous spirits from across the country for an exhilarating journey of learning and excitement. The camp, a part of the NSS Adventure Programme, aimed to enable volunteers to acquire proficiency in elementary skills of water sports, rock climbing, river crossing, trekking, jungle craft, survival, and leadership. While the typical activities in the Himalayan region include trekking and mountaineering, the AVIMAS centre offered a unique focus on water sports, providing participants with an opportunity to explore a different aspect of adventure.

The camp started off with an orientation session conducted by the camp director, Mr. Rakesh Kumar Walia, providing insights into the centre's offerings and essential guidelines for water sports activities. The days that followed were filled with adrenaline-pumping adventures as participants delved into various water sports activities such as swimming, kayaking, surfing, and paddling boats. Under the guidance of Water Sports Instructor, Mr. Depaak Thakur, volunteers honed their skills and embraced new experiences, overcoming fears and limitations along the way. Aside from physical training, the camp also emphasized cultural exchange and celebration, with each evening featuring cultural performances showcasing the diverse traditions and talents of participants from different states. Special cultural evenings dedicated to Kerala, Gujarat, and West Bengal provided a platform for participants to showcase their unique cultural traits through music, dance, and other creative expressions, fostering a sense of unity amidst diversity.

The valedictory session on the final day of the camp was a poignant moment as participants bid farewell to each other, cherishing the memories and lessons learned during the transformative journey. As participants departed from the campus, they carried with them not just memories but also a newfound sense of adventure, resilience, and camaraderie, ready to embrace life's challenges with courage and creativity. In conclusion, the NSS National Adventure Camp 2022 at Pong Dam, Himachal Pradesh, was a testament to the spirit of adventure and camaraderie fostered by the NSS programme. The camp provided participants with a platform to push their limits, embrace new experiences, and forge lifelong friendships, leaving an indelible mark on their journey of personal and collective growth.



# NSS National Integration Camp 2023, Karnataka

**Date:** 29th December 2022 to 4th January 2023  
**Organizing Unit:** NSS (National Service Scheme)  
**Venue:** AdiChunchanagiri University, Karnataka

## Action Photographs:



**Brief Report:** The NSS National Integration Camp 2023, organized by the Ministry of Youth Affairs and Sports at AdiChunchanagiri University, Karnataka, was a vibrant celebration of unity





in diversity. With around 150 volunteers hailing from 11 different states, namely Haryana, Uttar Pradesh, West Bengal, Odisha, Gujarat, Maharashtra, Andhra Pradesh, Telangana, Kerala, Karnataka, and Tamil Nadu, the camp served as a melting pot of cultures, ideas, and experiences. The week-long camp aimed to provide youth from diverse cultural backgrounds a common platform to interact, communicate, and foster mutual understanding. It emphasized the importance of national integration in addressing the challenges faced by our nation and promoting harmony and unity among its citizens.

The camp commenced each day with the solemn ritual of flag hoisting and the rendition of Shibiravani, followed by invigorating physical exercises such as yoga and free hand exercises. The morning sessions not only enhanced the participants' physical fitness but also instilled a deeper appreciation for yoga and its benefits. Interactive Zumba sessions added an element of fun and energy to the daily schedule, keeping the volunteers refreshed and invigorated throughout the day. The participants were divided into groups and assigned different duties each day, including campus cleaning, flag hoisting, serving, and managing cultural events.

Evenings at the camp were marked by lively cultural events showcasing the rich heritage and traditions of each participating state. Competitions such as solo dance, group dance, song, and rangoli-making further enriched the cultural exchange experience, with themes ranging from women's empowerment to patriotism and environmental awareness. Team West Bengal distinguished itself by securing the Best Team award in group dance and achieving the second position in the rangoli-making competition, showcasing the talent and creativity of its participants.

Technical sessions conducted by specialists in various fields delved into topics such as Indian culture, secularism, self-identity, life skills, and plastic-related awareness. These sessions not only enriched the participants' understanding but also encouraged critical thinking and introspection on pressing issues facing the nation. The camp culminated in a memorable trip to historical and spiritual sites, including the Chennakeshava Temple Belur, Shravanbelagola, Gomteshwara Jain Temple, and Kasturba Gandhi Ashram. The visit provided an opportunity for volunteers to immerse themselves in the spiritual atmosphere and engage in meaningful interactions with members and volunteers of the Ashram.

The grand finale of the camp featured the ceremonial ritual of Shibirajyothi, symbolizing the unity and oneness among the volunteers. The event left a lasting impression, fostering a sense of solidarity and camaraderie among the participants. The valedictory ceremony held at AdiChunchanagiri University marked the conclusion of the camp, with Programme officers and winners of cultural competitions felicitated on stage. As the volunteers bid goodbye with heavy hearts, they pledged to carry forward the spirit of unity and integration in their communities. The





success of the National Integration Camp 2023 was a testament to the collaborative efforts of all stakeholders, including the officials of AdiChunchanagiri University and the dedicated programme officers. The camp not only enhanced the wisdom of the participants but also inspired them to contribute towards building a better and more integrated India.



## 5th Regional Science & Technology Congress 2022-23, 2023

**Date:** 6th January 2023 to 7th January 2023

**Organizing Unit:** NSS (National Service Scheme)

**Venue:** Burdwan University Auditorium, Golapbag

### Action Photographs:



**Brief Report:** The NSS Cell of the University of Burdwan extends its heartfelt appreciation to the organizers of the 5th Regional Science and Technology Congress for their relentless efforts in promoting scientific research and innovation. The NSS Cell acknowledges the tireless dedication of the organizing committee, led by Prof. Nimai Chandra Saha, Vice Chancellor of the University of Burdwan, in ensuring the success of this event.

The NSS Cell commends the tireless dedication of all individuals involved in organizing the Science Congress, including the organizing committee, volunteers, and supporting staff. Their hard work and dedication have contributed significantly to the seamless execution of this event.

In conclusion, the NSS Cell of the University of Burdwan expresses its gratitude to the organizers, dignitaries, and participants of the 5th Regional Science and Technology Congress for their invaluable contributions. The event has served as an extraordinary platform for fostering scientific research, innovation, and collaboration, ultimately contributing to the development of mankind through scientific behavior and ideation.



# National Integration Camp 2023

**Date:** 18th February to 24th February

**Organizing Units:** NSS (National Service Scheme)

**Total Participants:** Around 210 NSS volunteers and program officers from 15 different states of India. Additionally, 15 universities from West Bengal participated in the camp.

## Action Photographs:



**Brief Report:** The NSS National Integration Camp 2023, a collaborative effort of the Ministry of Youth Affairs and Sports, Government of India; the Regional Directorate of NSS, West Bengal; and the University of Burdwan, was held successfully at The University of Burdwan, Golapbag Campus, from 18th February to 24th February, 2023.

Around 210 NSS volunteers and program officers from 15 different states of India, including Assam, Arunachal Pradesh, Bihar, Jharkhand, Andhra Pradesh, Uttar Pradesh, Chhattisgarh,





Odisha, Rajasthan, Maharashtra, Karnataka, Tamil Nadu, Kerala, Haryana, and West Bengal, participated in the camp. Additionally, 15 universities from West Bengal participated in the camp.

The camp was meticulously designed to encompass a diverse array of activities, each meticulously crafted to align with the overarching objectives set forth. One of the standout features of the event was the vibrant and spirited rally organized to commemorate International Mother Language Day. This colorful procession, representing more than 15 collaborative cultures from across the nation, served as a poignant tribute to linguistic diversity and cultural harmony. Participants, adorned in traditional attire, waved flags and banners representing their respective languages, showcasing a vivid tapestry of cultures united in celebration.

Moreover, the cultural program offered a captivating showcase of India's rich heritage and artistic traditions. From mesmerizing musical performances to intricately choreographed dances and captivating displays of traditional art forms, the stage came alive with the vibrant colors and rhythms of the nation. Through these cultural expressions, participants were not only entertained but also enlightened, gaining a deeper appreciation for the cultural wealth that defines India's identity.

In addition to the artistic festivities, the camp hosted a series of seminars and workshops aimed at promoting cross-cultural understanding and addressing pertinent social issues. Facilitators and experts led discussions on topics ranging from cultural diversity and heritage preservation to social justice and environmental sustainability. These sessions served as invaluable platforms for dialogue and exchange, fostering mutual respect and empathy among participants while empowering them with knowledge and awareness to effect positive change in their communities.

Sporting events added an element of excitement and friendly competition to the camp, providing participants with an opportunity to showcase their athletic prowess and sportsmanship. Regional games and sports, infused with the spirit of camaraderie, brought participants together in the spirit of healthy competition, breaking down barriers and forging lasting bonds of friendship across cultural divides.

Furthermore, the camp undertook various awareness campaigns to address pressing social issues and catalyze positive change. Volunteers disseminated information, raised awareness, and advocated for causes ranging from environmental conservation and gender equality to education and healthcare accessibility. Through these campaigns, participants were not only sensitized to critical social issues but also inspired to take action and become agents of change in their communities.







The event was graced by the esteemed presence of dignitaries and guests, adding a distinguished aura to the proceedings. Among those in attendance were Sri. Ujjal Biswas, the Hon'ble Minister in Charge of the Department of Science, Technology, and Biotechnology, representing the Government of West Bengal. His presence underscored the government's commitment to fostering scientific research and innovation within the state.

Accompanying Sri. Biswas were other esteemed ministers from various government departments, including Sri. Swapan Debnath, the Hon'ble Minister in Charge of the Department of Animal Resources Development, further emphasizing the breadth of governmental support for the event's objectives.

Additionally, the event saw the esteemed presence of academic leaders, including Prof. Nimai Chandra Saha, the Hon'ble Vice Chancellor of The University of Burdwan, and Prof. Ashis Kumar Panigrahi, the Pro Vice Chancellor of the same institution. Their participation reflected the university's commitment to academic excellence and innovation.

Dr. Sujit Kumar Chowdhury, the Registrar of The University of Burdwan, also graced the occasion, representing the administrative leadership of the university. Their presence signified the institution's active engagement and support for initiatives aimed at promoting scientific research and academic collaboration.

The event further garnered attention with the attendance of eminent personalities from neighboring universities. Notable figures included Prof. Manas Kumar Sanyal, the Vice Chancellor of The University of Kalyani; Prof. Soma Bandyopadhyay, the Vice Chancellor of Diamond Harbour Women's University; Prof. Dhrubajyoti Chattopadhyay, the Vice Chancellor of Sister Nivedita University; Prof. Nandan Gupta, the Chancellor of Swami Vivekananda University; and Prof. Ashutosh Ghosh, the Vice Chancellor of Rani Rashmoni Green University. Their presence highlighted the spirit of academic collaboration and knowledge sharing across institutions, further enriching the event's discourse and impact.

The NSS National Integration Camp 2023 was a resounding success, providing a platform for youth from diverse backgrounds to come together, celebrate cultural diversity, and work towards national integration through social service. The camp achieved its objectives of promoting unity in diversity and fostering greater understanding among the youth of India. We express our gratitude to all participants, organizers, and supporters for their valuable contributions to the success of the event.

# Street Drama on Cyber Awareness

**Date:** 6th August to 13 August, 2023

**Organizing Units:** NSS (National Service Scheme) & Department of Mass Communication, University of Burdwan

**Collaborating Agency:** Purba Bardhaman Zilla Police

**Total Participants:** 160

## Action Photographs:





The Street Drama on Cyber Awareness, organized jointly by the NSS (National Service Scheme) and the Department of Mass Communication, University of Burdwan, in collaboration with Purba Bardhaman Zilla Police, marked a significant effort towards educating the community about cyber safety and security. With a total of 160 participants, including NSS volunteers and students of mass communication, the event aimed to raise awareness on the risks and challenges associated with cyber activities. The awareness campaign, conducted in three phases, targeted locations in and around the Burdwan town, reaching out to diverse segments of the population. The collaboration with Purba Bardhaman Zilla Police facilitated the effective implementation of the campaign, with the support and guidance of the Superintendent of Police (SP) of the District Police and the Deputy Superintendent of Police (DSP) of Sadar South division.

The highlight of the campaign was the street drama performances, meticulously crafted by the students of mass communication under the guidance of faculty members. The street dramas depicted various scenarios illustrating the potential dangers of cybercrime, including online fraud, identity theft, cyberbullying, and data breaches. Through engaging storytelling and impactful performances, the dramas aimed to educate and empower the audience to protect themselves from cyber threats. In addition to the street dramas, NSS volunteers and students distributed informative brochures designed to provide practical guidance on cyber safety measures and legal rights. The brochures contained valuable information on seeking legal assistance in case of cyber-related incidents and accessing support services for victims of cybercrime.

The collaborative effort between NSS, the Department of Mass Communication, and Purba Bardhaman Zilla Police exemplified the synergy between academia, law enforcement, and community engagement in addressing contemporary societal challenges. By harnessing the collective expertise and resources, the campaign succeeded in raising awareness, fostering dialogue, and empowering individuals to navigate the digital world safely and responsibly. In conclusion, the Street Drama on Cyber Awareness served as a powerful tool for disseminating vital information and promoting behavioral change towards safer cyber practices. The event underscored the importance of collaborative efforts in combating cyber threats and reaffirmed the commitment of all stakeholders to safeguarding the digital well-being of the community.

