
SERVE THE SOCIETY, CARE THE SOCIETY



INSTITUTIONAL DISTINCTIVENESS OF
MAR ATHANASIOS COLLEGE FOR ADVANCED STUDIES TIRUVALLA

“Serve the Society, Care the Society”

The mission of the college emphasises moulding the students to become value-driven, professionally competent and responsible global citizens by providing them with a conducive learning atmosphere at the campus. In addition to the development of core competencies in students to face global challenges, the college instils in them an awareness of their duties and responsibilities towards society at large.

“Serve the Society, Care the Society” programme helps in serving the society through different activities and in creating a deep understanding of human values in the minds of the students. The prosocial values thus developed inspire the students to practice them in their personal life too. Students are always encouraged to undertake community development activities that contribute to their personality development and socio-economic commitment. The activities conducted under this scheme are given below.

Community Development Activities of Radio MACFAST 90.4FM

True to its tagline ‘Nattukarku Koottayi’ (Community’s Companion), Radio MACFAST 90.4FM strives to be “a partner friend in all the endeavours of the local populace”. This community radio of the campus gives voice to the voiceless and acts as a centre for social, cultural and national integration. It intends to work towards creating a civil society with a growing sense of community values, irrespective of caste, creed, age, gender or discrimination based on level of education. The major programmes of Radio MACFAST 90.4 under the “Serve the society with Care” programme are Clean & Green Thiruvalla Project, War Against Drugs, Hridayaspananam (Free Heart Surgery Programme), Nervazhi (Road Safety Programme), Sthree Shakthi (Women Empowerment Programmes).

‘Arivum Athijeevanavum’: COVID-19 Relief Initiatives

‘Arivum Athijeevanavum’ is a project initiated by MACFAST to support the public during the COVID-19 pandemic with several programs given below.

The college has developed and handed over android applications used for tracking and reporting the spread of COVID-19 to the Police department and District Administration of Kottayam, Pathanamthitta and Alappuzha. COM-BAT (Corona Outbreak Management – Bringing Action Together), ADM (Alappuzha Disaster Management) and CMS (COVID-19 Monitoring System) for the coordination of the

disaster response teams, MLRC (Migrant Labours Registration Certificate) for data collection, analysis and interpretation of migrant labourers, CGFAS (COVID-19 Geo-Fencing Alert System) for tracking quarantined citizens and CLUE (COVID-19 Live Updates for Everyone) to provide live updates from the administrative bodies.

Other initiatives of this project are online awareness campaigns through Facebook & Instagram; 'Medi-Talk' phone-in interview along with daily updates regarding COVID-19 and Preventive & Precautionary measures broadcast by RadioMACFAST 90.4FM; Online Stress Relief Workshop in collaboration with Art of Living Foundation; Making and distribution of COVID preventive products; Distribution of immunity-boosting medicinal plants; Technical support for online classes in nearby schools; Internet recharge for 100 economically backward students; Distribution of 5 television sets for differently-abled students; Installation of drinking water and hand sanitiser kiosk in Thiruvalla town; Volunteered the St. Thomas boys hostel as a non-paid COVID Care Centre for quarantine and the food court as a Vaccine centre of Thiruvalla Municipality.

Cyber Security Awareness

Cyber Law And Security Awareness Programme (CLASA) is an awareness programme funded by the Kerala State Council for Science, Technology and Environment (KSCSTE) under the Science Popularization Scheme. It was executed with the support of the Cyber wing of Kerala Police and Radio MACFAST 90.4 FM in 70 educational institutions including schools and colleges of Kerala. CLASA successfully created awareness on Cyber Law & Security among the students through training programmes that focused on the hidden threats in cyberspace. The programme also promoted safe internet practices among the youth and cautioned them against sharing sensitive data as they are the potential targets of cyberbullying. Students were educated on the risks of online games, safety on e-commerce sites, theft attacks, internet and mobile banking.

Provision of basic amenities

The institution is constantly supporting the local communities by providing basic amenities like food, clothes and shelter with the help of students, staff and alumni. Food and other essential commodities were distributed at the adopted village, Njavanamkuzhi of Thiruvalla municipality. Lunch packets were also distributed at Taluk hospital, Thiruvalla. As part of the charity initiative of Radio MACFAST 90.4FM, an amount of INR 4,00,000 was donated to a non-teaching staff for house construction.

The college organized several activities during the floods of 2018. An emergency control room was opened to help the Disaster Response Team of the District administration for the rescue operations. RadioMACFAST 90.4FM broadcasted the flood alerts of the Government officials promptly. Temporary relief camps for the flood-affected people were opened on the campus. Food and other basic amenities were provided to several relief camps. Students and staff have volunteered for cleaning activities and books were distributed to the needy students. A lump sum amount of INR 7,41,520 was collected from students, staff, alumni and management. INR 3,59,400 was donated to the Chief Minister's Distress Relief Fund (CMDRF). The remaining amount of INR 3,82,120 was utilized for providing food and other basic amenities to the flood-affected families in and around Thiruvalla. The NSS unit of the college collected food materials and clothing worth INR 73,226 and handed it over to the District Institute of Education and Training, Thiruvalla in 2019.

Health and Environmental Awareness

Medical camps were organized and distributed medicines with the help of Pushpagiri Medical College Thiruvalla and Microlab Laboratories. Stem cell donation camp in collaboration with DATRI (Blood Stem Cell Donors Registry) and several blood donation camps in collaboration with Blood Donors Forum were regularly arranged on the campus. Cancer awareness related hair donation and 'Say no to drug' awareness programmes were the other initiatives that promoted health awareness.

Sanitation and waste management initiatives of the Swachh Bharat mission were implemented by cleaning several government school premises, public roads and tourist places, bus stops, railway stations and a local temple pond. Several collaborative efforts were initiated in association with governmental and non-governmental organizations like Plastic collection and awareness initiative with the Southern Railways, Punyam Poonkavanam-Sabarimala cleaning programme with Kerala Police, Jaivam-organic farming awareness with Mahatma Gandhi University, Kottayam.