

## **Extension Activities and Institutional Social Responsibility (ISR)**

Faculty and students are encouraged to participate in collaboration with other organizations in carrying out social outreach programs. Information regarding these programs is disseminated through notices and Heads of Departments. Institute appreciates the services provided by students and faculty by considering their working for such activities as on duty.

Most courses have extension program incorporated as part of the field practices at Primary Health Centres (PHC), Urban Health Centres (UHC) and Rural Health training Centres (RHTC). These are utilized as training program for the postgraduates who are posted regularly at these centres and are included in their academic curriculum. Interns are also posted on rotational basis in health centres as a part of rural and urban health postings for Compulsory Rotatory Residential Internship. Undergraduate and postgraduates students of MBBS / BDS, Nursing, Physiotherapy & Allied Health Sciences, are taken for field work in the community as a part of their training.

Some of the salient contributions of SRU to institutional social responsibilities (ISR) include:

i. Serving public through PHCs:

- a. NRHM: Providing specialty services to the patients attending the Primary Health Centers with the approval of State Government of Tamil Nadu *vide* G.O.No.913, Health & Family Welfare Department dated 31.07.2008. One of the major highlights is provision of field services at Nemam and Mugaliwakkam Primary Health Centres, Chennai coordinated by Department of Community Medicine from 2008 onwards which includes daily out-patient and other specialty's services on specific days of the week days. Assistant professors and Postgraduates participate in providing these services. The graphical presentation of the community service under this program is presented in 3.6.12.
- b. During the year 2012, a dedicated Rural Health Centre has been established by SRU in Vayalanallur village providing both outpatient and inpatient services, besides training for medical, dental and nursing students.

ii. Participation in Government recognized health care programs: Faculty, staff and students participate regularly in various health care programs, flood relief, disease outbreaks and disaster management that include:

- a. 'Varumun Kappom Thittam' a Government of Tamil Nadu initiative stressing on preventive strategies in health maintenance from 2008 to 2011.
- b. Participation in the Government of Tamil Nadu sponsored Health Insurance Scheme to provide tertiary care services including hi-tech, expensive operations for Below Poverty Line (BPL) population.
- c. Screening and treatment camps for various conditions are also provided within SRU or at PHCs in outside either on a weekly, monthly or specialty basis as shown below:

<ul style="list-style-type: none"> <li>● Pulse polio Program</li> <li>● Cardio - diabetic camps</li> <li>● World Heart Day camps</li> <li>● School health camps</li> <li>● Mental Health camps</li> <li>● Asthma detection camps</li> <li>● Dermatology screening camps</li> <li>● Ophthalmology (DBCS Program); Eye disorders</li> </ul>	<ul style="list-style-type: none"> <li>● Cancer screening Programs</li> <li>● Urogynaecology and infertility screening</li> <li>● Blood donation camps</li> <li>● Hearing Loss camps</li> <li>● Speech screening camps</li> <li>● Hepatitis B and C serological markers by medical Gastroenterology Department</li> <li>● Immunization camps</li> <li>● NPV Ramaswamy multi-specialty camps</li> </ul>
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<ul style="list-style-type: none"> <li>• Leprosy clinics</li> <li>• Oral hygiene and Dental camps</li> <li>• Cleft- Lip Palate diagnostic and therapy camps; Bhutan Cleft Care program;</li> <li>• Assessment and distribution of hearing aids</li> <li>• Fitness Evaluation, toning and shaping abdominal muscles services</li> </ul>	<ul style="list-style-type: none"> <li>• Neck and low - back pain camps</li> <li>• Revised National Tuberculosis Control Program (RNTCP)</li> <li>• Integrated Child Development Scheme (ICDS)</li> </ul>
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iii. Training programs: These are routinely conducted at SRU or peripheral locations. Training for Basic Life Support; training Medical officers in certification for cause of death in collaboration with Directorate of Public Health and Preventive Medicine, Chennai; Village Health nurses and Anganwadi Health workers for Cleft- Lip, Palate conditions; in - service education to Basic Health Workers on antenatal care Noise awareness for special educators; NGOs; Voice –Care program for teachers.

A notable event was ‘*CEMEx 2011* – Chennai Emergency Management Exercise with focus on humanitarian and medical response - a disaster management drill that the University took an active part in organizing, in collaboration with the UN Disaster Management Team, National Disaster Management Authority, Government of India and the Government of Tamil Nadu from 4<sup>th</sup> to 8<sup>th</sup> August 2011. SRU hosted the 5-day academic program in which about 900 personnel drawn from different areas like doctors, nurses, paramedics, police & fire service personnel, NGOs and school teachers were trained by a team of UN experts on disaster management in the campus. This was followed by a simulated disaster scenario and rescue drill in the center of Chennai city in which SRU Emergency Department received more than 70 casualties from the simulated disaster scene.

iv. Awareness programs: SRU and its various faculties routinely conduct these programs at camps or in the departments during -

World TB day; World Asthma Day; World No Tobacco Day; World Health day; World Heart day; World Mental – Health day; COPD day; Deep Vein Thrombosis awareness program; Women’s Day and health; World Breast Feeding day; Nutrition week; Children’s Day and health; noise awareness; AIDS awareness program; Eye donation and Optometry Day (OCULUS); Dengue Awareness; Cancer Awareness; Health education on ‘environment and health’; Pulse Polio, Oral Hygiene Day; World Kidney Day.

Environmental Health Engineering Department spearheads community awareness on Pollution, Environmental and Occupational Health Impact of indoor air pollution by services of projects and programs. PHC visits and anganwadi visits have been organized for MPH students for Implementation of Integrated Child Development Scheme (ICDS) and to understand the Immunization process at the field level and counseling aspects in terms of family planning at the field level. MPH students visit the Gremaltes (Leprosy Hospital) to understand the Implementation of National Leprosy Eradication Program and Revised National Tuberculosis Control Program (RNTCP). A visit was organized to National Malaria Research Institute to study the Implementation of Anti-Malaria Program. MPH students visited the Vector Control and Research Center Pondicherry to analyze and understand the implementation of National Vector Control Program in India. The M. Pharm (Pharmacy Practice), Pharm D IV year and the Pharm D (Post Baccalaureate) students are posted in the patient counseling area. The faculty and the

students of the department have prepared patient education leaflets on common diseases and drugs both in English and vernacular language and distribute them on regular basis for the benefit of the patients.

- v. Social camps and surveillance: Cleaning the Beach by SLHS department; MPH students have been a part of State Surveillance Unit for the Investigation of Dengue epidemic. Along with the district surveillance unit they investigated the outbreak of dengue in Vellore District.
- vi. Telemedicine outreach activities: Providing health-related extension services through Information Communication Technology - linked Telemedicine services to institutions in different parts of India and to 65 countries in Africa through the PAN-African e-network scheme of the Government of India.

### **The institution promote university-neighborhood network and student engagement, contributing to the holistic development of students and sustained community development**

The university-neighborhood network and student engagement is promoted by the university through the following stages.

- a. Curricular components of community services to inculcate the spirit of student participation in all these activities at the field level. Such components are there for all courses both at UG and PG levels of all eight faculties of the university (MBBS/ BDS/ B Sc (N) and others).
- b. Enrichment of students' sustained involvement in the community healthcare by their participation at the Primary Health Centres at Mugalivakkam and Nemam and the Sri Ramachandra University – Rural Health Centre at Vayalanallur besides the yearlong health camps in several villages in the interiors of Tamilnadu.
- c. The neighborhood networking is sustained through linkages with health services to Hyundai Motors employees and others.
- d. Services through mobile healthcare & mobile telemedicine along with students also facilitate engagement.
- e. Sustainance is achieved by successive batches of students.

### **The institution promote the participation of the students and faculty in extension activities including participation in NSS, NCC, YRC and other National/ International programs**

The university has established NSS in the year 2013 from its own resources and has launched programs on Malnutrition among children, maintenance of hygiene and sanitation in primary health centres and Government hospitals, in partnership with EKAM foundation. Student bodies of the universities interact with NGOs and CBOs and serve the community.

**Social surveys, research or extension work, if any, undertaken by the institution to ensure social justice and empower the underprivileged and the most vulnerable sections of society**

Various faculties of the university conduct health related social surveys, extension work and operational research projects resulting in empowering the under privileged and vulnerable sections of Society. They are:

\* i. *Vidya Sudha*: Early Intervention Center for children with special needs

*Vidya Sudha*, the early intervention center for children with special needs located in the campus is another impressive facility and has been functioning since 2004. *Vidya Sudha* is an early intervention holistic program where the team of experts with diverse backgrounds and specialties come together to cater to the overall development of the child with special needs. “Their aim is to help as many children as possible to join the main stream of education by early intervention”

The school currently provides special education, physiotherapy, occupational therapy and counseling sessions for 85 children registered with it. The training is by a specially trained and experienced child educator assisted by a team that includes three Montessori-trained teachers and two occupational therapists. SRU takes full advantage of the services provided by specialists like Pediatricians, ENT surgeons, Ophthalmologists, Orthopedic surgeons, Speech therapists, clinical psychologists and physiotherapists available in the campus.

**ii. *Karthikeyan Child Development Unit*** at Sri Ramachandra Medical Centre inaugurated on 22<sup>nd</sup> September 2010 is a multi - specialty screening clinic. It aims to mitigate many of the childhood disabilities of which, premature birth, low birth weight, not having normal breathing within ten minutes of birth and being in neo-natal ICU for more than a week are definite indications that the child needs follow up for normal growth. Many times a new born child is saved in the Neo-natal ICU but many residual disabilities are noted as they grow requiring special efforts. If the problems in the new born child are identified and solved in time it will grow well. The two participating departments are Department of Pediatrics, SRU and Neonatology.

\* **Research projects and their benefits to community:**

i) The communities that participated in the interventional research projects on indoor air pollution from cook stoves conducted by the Department of EHE have benefitted by receiving the improved technologies (e.g., improved cook stove) with the support of ICMR grants.

ii) An ICMR research project on Telemedicine by the Department Speech, Language, Hearing and Sciences aims to compare two models of newborn hearing screening *viz.*, face to face method versus tele-testing method. Over 3000 babies born in 52 villages in two blocks, Thirukazhukundram and Madhuranthagam blocks of Kanchipuram District in Tamil Nadu were being screened for hearing by village health workers. Until December 2012, 3000 babies were screened and 11 children with hearing loss have been identified through this project. It has also trained health workers to identify and detect disabilities at the grass root level for early intervention.

iii) Transforming Faces Worldwide Project (TFW): This is a community based project established in 2005, through which services are provided in the remote villages in the Thiruvannamalai and Cuddalore districts in Tamilnadu. Through this project community based workers were identified from the villages and training about Cleft Lip & Palate and its effects was provided. These trained workers play a role in sensitizing the community about the condition and treatment options. Till date more than 300 individuals with cleft, lip and or palate have been identified and surgical correction and intervention has been provided (free-of cost under the SMILE train initiative). Community workers have been trained to provide speech correction services at the door step of the patient and closely monitored by Speech pathologists at SRU.

iv) TFW - SRU project which has ensured that 3000 individuals from Thiruvannamalai receive comprehensive (surgery, health care education related to cleft, speech and dental screenings, and dental care, speech services at their doorstep, orthodontic care). Such a community based project is unique. An 'Empower App' software was developed as a mobile applications through the 'Spark the Rise award' and used in the above projects.

v) The PURSE-HIS multidisciplinary project of Department of Cardiology with the participation of Genetics, Dental Sciences, Environmental Health Engineering etc., as cohort study of 8100 subjects from rural, urban and semi urban areas is analyzing the risk factors of Endovascular diseases including diabetes, Hypertension etc., and provides necessary management through a major grant from DST, Govt. of India.

\* Community service through media and camps:

- ✓ Institution encourages its faculty from various departments to participate in television and radio programs and participate in question and answer session by which, the general public is able to clarify their doubts.
- ✓ A community service project funded by Tamil Nadu State Council for Science & Technology "Prevalence of periodontitis in Tamil Nadu rural areas" by the Department of Periodontics is carried out. The department of public health dentistry has satellite centers in Ram colony, Mugalivakkam, Nemam where they treat the patients and this hands - on experience is useful for sustained community development.
- ✓ The Department of Community Health Nursing has adopted Soornacherry, Nemmam, AnaiKattu Cherry and Vayalanallur rural health center and also urban Primary health centres (PHC) namely Mugalivakkam Urban health post, Nanganallur, Nootchimedu and Kuthambakkam Awareness Programs for prevention of diseases and promotion of health through Information, Education and Communication (IEC).
- ✓ Manual on BOHS (Basic Occupational Health Services) published as an outcome of a collaborative work with Tamil Nadu Government Health Services, as part of a WHO program serves as an awareness tool in disease prevention and health promotion.
- ✓ Participating in Science Education camps at Periyar Science and Technology Centre

These are in addition to the awareness programs conducted by most departments of SRU.

### **The involvement of the Community in the University's outreach activities**

The involvement of the Community in the University's outreach activities is facilitated by Government bodies, non-governmental agencies, corporate bodies, local village leaderships / community heads etc. A brief of the above is provided in the table below:

S. No	Type of activities	Agencies involved in organization & conduction
1.	Health Camps	Rasipuram Municipality administration & village leaders Kuruvayur Devasthanam Tirupathy – Tirumala Devasthanam Community heads of Vayalanallur State Govt. camps
2.	Environmental Health Projects	Pollution Control Board of Government of Tamilnadu & NGOs in local sites
3.	PURSE-HIS Project	Corporation of Madras, Revenue officials of Municipalities and village Panchayats along with Ward councilors and people representatives.
4.	TFW & ICMR projects on cleft lip and Hearing of New born	Tiruvannamalai village leaders and other locations like Thirukkalukundram
5.	Public Health Dentistry, Community Nursing, Community Pharmacy, Community Medicine and others.	Appropriate health centres and the community leaders & CBOS.

### **Awards received by the institution for extension activities and / contributions to social / community development.**

S. No.	Department / Unit which received the award	Name of Award/year	Name of Agency	Purpose of Award
1.	Department of Speech, Language, Hearing and Sciences	Mahindra & Mahindra award 2012	Mahindra & Mahindra & Co	Developing mobile Apps for Tele-testing new - born for hearing impairment
2.	Department of Environmental Health Engineering	International award, 2010	Vodafone Americas Foundation wireless	International award for monitoring and evaluation of improved stoves in

			innovation project, USA	TN & Karnataka
3.	Sri Ramachandra Hospital	Healthcare Excellence Award, 2013 (Tamilnadu)	The Media Group	Patient care and healthcare services

### Development of students from rural/ tribal backgrounds

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S. No.	Development Activities of rural students	Beneficiary group of students
1.	Fees waivers and Fees subsidy	Ward-Secretary; Students' Nursing Diploma / Certificate Course
2.	Book Bank facilities	To all BPL students and rural / tribal students
3.	English communication skills through the language laboratory	To all Tamil medium, rural students and their needs
4.	Bridge and Remedial courses	To all slow learners and needy students screened after the initial student - induction orientation programs
5.	Entrepreneurship skills through the E-cell	In partnership with NEN
6.	Women Empowerment programs	Through the SR Centre for Women's Advancement.
7.	Providing Employment in Sri Ramachandra Hospital after necessary training	Nursing, Allied Health Sciences, Management, Ward Secretary Course students