



ST. JOSEPH'S COLLEGE OF COMMERCE
(Autonomous)



BEMBALA - ST. JOSEPH'S OUTREACH

Annual Report 2023-24

Bembala - St Joseph's Outreach is a BJES community outreach programme designed for students of St. Joseph's Institutions, which is initiated to realize the Jesuit vision of life and education.

The Institution envisions forming young men and women with a strong concern and commitment for the society they live in. At this juncture, Bembala Team under the leadership of Fr. Brian Pereira SJ –Director, came up with many creative and innovative activities to sensitize our students by inculcating concern for the society. Some of the activities conducted for the week are as follows:

Activities conducted during the academic year 2023-24 were as follows and are marked to respective Sustainable Development Goals (SDG)

- **Regular Activities – PG and UG 1st Years**
- **Rural Exposure Camps – PG and UG 2nd Years**
- **Special Activities**
- **Public Event - Blind walk**

- **Regular Activities for PG Classes: (110 Students)**

1 MCOM FA (56 students) - Independence Day celebration

Sustainable Development Goal 16 - Peace, Justice and strong institutions

This particular class went to Bosco Mane School to celebrate Independence Day. The class featured a diverse range of activities, games, and a cultural program, all geared towards engaging and educating the kids in an enjoyable manner. The kids were thrilled to watch the performances planned by our students that included prayer song, dance performance, educational speech, group song and patriotic Song Performances. The students also distributed refreshments which was a simple gesture that provided an opportunity for the students to bond with the children, share stories and understand the difficulties they go through and they could cope up. Students mentioned that this outreach event at Bosco Mane School left a lasting impact on both the organizers and the participants. The combination of interactive games and an engaging cultural program provided a well-rounded experience that not only entertained but also educated and motivated the young minds. The event truly succeeded in its mission of fostering positivity, and a sense of accomplishment among the children.







1 Mcom Regular (50 students) – Independence Day celebration

SDG 16 Peace, Justice and strong institutions

This particular class went to Moulana Azad School to celebrate Independence Day. The class celebrated by cleaning school premises, decorating the board, planting saplings. The students also planned a cultural programme to entertain the children and as a token of support provided sports kits to kids in the school to make the kids encouraged to be healthy and keep their surroundings clean. The class understood and mentioned that they were grateful of things they had and analyse the limitations faced by the kids and show empathy to help those who are in need.





1 Mcom IB and 2 Mcom IB (67 students): Home Of Hope Visit

SDG 1 - No poverty

SDG 2 - Zero hunger

SDG 3 - Good health & well-being

Both 1 MCOM IB and 2 MCOM IB headed to 'Home of Hope' a destitute house as part of their Regular and special activity completion. Students were greeted by a staff member called 'Diya' and she introduced herself and gave a brief summary about the place. She then took the students and showed them a documentary about 'Auto Raja' the founder of the place and the video also showed few glimpses about the people's lives when they had no hopes to survive and how Auto Raja took them in and treated them and gave them a better future.

Students were then taken to the ladies wing and children's wing who greeted our students with their warm smile and presence. Students spent quality time with the kids and interacted by teaching few things. On interaction with the children our students understood and were made aware of the fact that why some children end up being in the destitute house and how we could help them. Later, the students were taken inside the orphanage and a staff member showed us the hospital where people in need are being treated and introduced us to the children of the orphanage. With the money collected among us, we were able to donate 10kg of rice, biscuit packets, sanitary napkins, and a 5 kg atta pack. With this visit the students quoted that "Our faith was restored in humanity".





• **Regular Activities for UG Classes (950 Students)**

- BCOM A, B, C, D, E, F, H - 560
- BBA A, B, C, D - 300
- BA English -30
- BSc Eco – 60

SL NO	DATE	CLASS	TIME
1	03 rd - 07 th Jul 2023	BBA - A	10:50 am – 11:50 am
2	10 th - 14 th Jul 2023	BBA - B	10:15 am – 11:30 am
3	17 th - 21 st Jul 2023	BBA - C	11:20 am – 12:30 am
4	24 th – 28 th Jul 2023	BBA - D	10:15 am – 11:30 am
5	01 st – 05 th Aug 2023	B.Com - A	10:50 am – 11:50 am
6	07 th – 11 th Aug 2023	B.Com - B	11:20 am – 12:30 am
7	14 th – 19 th Aug 2023	B.Com - C	11:20 am – 12:30 am
8	21 th – 26 th Aug 2023	B.Com - D	11:20 am – 12:30 am
9	04 th – 09 th Sep 2023	B.Com - E	11:20 am – 12:30 am
10	11 th – 15 th Sep 2023	B.Com - F	10:15 am – 11:30 am
11	1 st Dec 2023	B.Com - G	10:15 am – 11:30 am
12	25 th – 30 th Sep 2023	B.Com - H	10:15 am – 11:30 am
13	03 rd – 07 th Oct 2023	B.Sc Eco	10:50 am – 11:50 am
14	09 th – 13 th Oct 2023	BA Eng	11:20 am – 12:30 am

The UG students had their activities conducted for 5 days. Every class was divided into 5 groups. Each group had 15 students and they were sent for the following activities

1. Traffic Awareness
2. Government School Visit
3. Paper Bag Making/Distribution
4. Counselling and Mentoring
5. Cleanliness Drive

Traffic Awareness:

SDG 11 - Sustainable cities and communities

At the vicinity of the college at Brigade Road, SJPU, and Show off Signals, students displayed placards and positioned themselves near the traffic lights to promote awareness about traffic regulations. Few students ensured that drivers refrained from using their phones and that all were aware of appropriate vehicle shutdown protocols. Another group of students actively engaged with the public through interviews, aiming to gauge the effectiveness of our initiative in educating them about fundamental guidelines that ought to be followed while awaiting a signal. Smiles, promises to follow the rules and gestures of appreciation that the students received from the public satisfied the purpose.





Government School Visits:

SDG 4 Quality Education

To enhance the inclusiveness among the student community, students visited Maulana Azad schools to promote and create a fun learning experience among school children. They conducted various activities which included Number games, Action Songs, Colouring activities, Sports, dance sessions. They also had sessions on public speaking, civic awareness and self-care tips for to boost the confident level in the children. It fostered a sense of responsibility and imparted valuable knowledge to shape the young minds in order for them to grow up and be responsible adults.



Paper Cover Making & Distribution:

SDG 16 – Affordable and clean energy

SDG 12 – Responsible Consumption & production

In order to raise awareness about utilizing paper bags instead of plastic covers, students were taught how to make paper covers, and distributed them to nearby hawkers while spreading awareness about the environmental benefits of paper bags over plastic ones. The harm that plastics cause to humans, animals, and the environment was also discussed during their interactions with the public. Students advised sellers to refrain from using plastic. This activity emphasized the importance of sustainability and responsible consumer choices and gave them a sense of satisfaction for making a contribution to creating an eco-friendly environment.





Counselling:

SDG 3 – Good health and well-being

Mr. Melwin, Ms. Priya and Ms. Lissuie the Counsellors conducted the counselling session with a group of students for around 15 minutes for each group. They briefed the students about the session and addressed the importance of mental health and the idea behind counselling and how it works. It made students aware that they need to take a stand for their mental problems by meeting the counsellor anytime.



Cleanliness Drive:

SDG 13 – Climate action

SDG 12 – Responsible Consumption & production

The saying “cleanliness is next to godliness” was truly the motive behind this activity as students were involved in cleaning process of picking up trashes and wastes such as plastics, papers, and dried leaves in the surrounding of the campus and in the other places nearby the college community by creating awareness among the people and engaging themselves in cleanliness drive process a source of an example to other people. They also indicated above of the wet and dry waste methods of waste disposal. This activity triggered a sense of responsibility in all students to keep their campus and their surroundings clean and litter-free.





- **PG Rural Exposure Camps to Sindagi and Manvi (111 Students)**

SDG 8 – Decent work & economic growth

SDG 11 – Sustainable cities & communities

SDG 16 – Peace, justice & strong institutions

SDG 17 – Partnerships for the goals

All the 2nd year PG students who went for the camp are as follows:

- Mcom IB - 28
- Mcom Regular - 36
- Mcom FA - 47

Sl No.	Date	Class	Mentor
1	03 rd - 07 th Jul 2023	2 M.Com REG	Dr. D. Raja Jebasingh
2	10 th - 14 th Jul 2023	2 M.Com IB	Mr. Giridhar Naidu
3	17 th - 21 st Jul 2023	2 M.Com FA	Mr. Mohammed Ashfaque

MCOM IB and MCOM Regular to Sindagi

The class was taken to Sindagi for their rural exposure camp. The activities in the camp included survey, field work and cultural programme. The survey conducted helped students to know whether people in and around Sindagi are availing various government facilities and children are going to school or not. The field work enabled the students to know the hardships of the villagers. Cultural activities by students like flash mob entertained the villagers and by street plays educated villagers on issues identified during the survey. One such issue was awareness on how family will be affected by drinking habit. The students also visited an anganwadi and taught the kids about hygiene and to keep the surroundings clean along with English and science.



MCOM FA to Manvi

The class was taken to Manvi for their rural exposure camp. The activities in the camp included survey, field work, cleanliness drive, eco march, wall painting and cultural programme. The class went for a cleanliness drive in Daddal Pannur village to spread awareness on keeping the surroundings clean to avoid and keep illness at bay. They also took part in an 'Environmental march' to strengthen the motive to keep environment clean along with sapling plantation in the same village after which the class was divided into 3 groups, where a group went for youth survey, a group were engaged in wall painting and another group conducting activities for Children in the government school and SHG women. Later the students performed various programmes like street play to spread awareness on topics identified and dance performances in the village. Students mentioned that had a fruitful learning experience throughout the camp and made memories to cherish.





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పాఠశాల పేరుతో టెక్స్ట్ బుక్ పాఠశాల

పాఠశాల పేరుతో టెక్స్ట్ బుక్ పాఠశాల

పాఠశాల పేరుతో టెక్స్ట్ బుక్ పాఠశాల



• **UG Rural Exposure Camps to Solur/ Nelamangala (1,030 Students)**

All the 2nd year classes who went for the camp are as follows:

- BCOM A, B, C, D, E, F, G and H - 640
- BBA A, B, C, D - 300
- BA English - 30
- BSc Eco – 60

Sl No.	Date	Class	Mentor
1	03 rd – 05 th Jul 2023	3 B.Com – B (2021-24)	Dr. Nischitha. K
2	06 th – 08 th Jul 2023	3 B.Com – E (2021-24)	Mr. Ravi R A
3	10 th – 12 th Jul 2023	2 BBA - A	Dr. Preemal Maria D'Souza
4	13 th – 15 th Jul 2023	2 BBA - B	Mr. Jeffin Lijo
5	17 th – 19 th Jul 2023	2 BBA - C	Dr. Soney Haris
6	20 th – 22 nd Jul 2023	2 BBA - D	Ms. Rency Alex
7	24 th – 26 th Jul 2023	2 B.Com - A	Dr. Neeti Roy
8	01 st – 03 rd Aug 2023	2 B.Com - B	Ms. Sumithra Sreenivasan
9	07 th – 09 th Aug 2023	2 B.Com - C	Ms. Divya Hari Rao
10	10 th – 12 th Aug 2023	2 B.Com - D	Fr. Praveen Martis & Dr. Veenu Joy
11	16 th – 18 th Aug 2023	2 B.Com - E	Ms. Dorothy Deepa
12	21 st – 23 rd Aug 2023	2 B.Com - F	Ms. Ankitha Antony
13	04 th – 06 th Sep 2023	2 B.Sc Eco	Dr. Jhumur S Roy
14	11 th – 13 th Sep 2023	2 BA Eng	Mr. Vinay K
15	14 th – 16 th Sep 2023	2 B.Com - G	Ms. Nancy Christina
16	20 th – 22 nd Sep 2023	2 B.Com - H	Ms. Nikhath Asrar

The activities that were conducted during the camp were:

- Fieldwork
- Brick factory visits
- Village Visits and Cultural Programme
- Plantation Drives

SHRAMADHAN - Fieldwork

SDG 11 – Sustainable cities & communities

The students worked in fields by clearing the overgrown grasses around the trees making pathway for the water using pick axes, spades and shovels, while the others were moving the coconut husks and covering around the cleaned trees. Few also were assigned to make brooms from coconut fibers and pick coconuts. Participating in such agricultural tasks during the field work was a true eye opener. It allowed them experience the hard work and dedication that goes into sustaining a livelihood through farming. This activity not only gave them practical understanding of the challenges faced by the villagers but also highlighted the importance of agriculture in rural communities.





Brick factory visit:

SDG 11 – Sustainable cities & communities

SDG 16 – Peace, justice & strong institutions

The students also got to visit the brick factory and help the workers by arranging the bricks in a sequence. They also got to see and experience the process of making bricks. Engaging in brick making not only introduced the traditional craftsmanship skill but also shed light on the economic significance of such activities in the village. This experience showcased the resourcefulness of the villagers, as they utilize local resources to meet their needs.





Village Visit:

SDG 10 – Reduced Inequalities

SDG 16 – Peace, justice & strong institutions

SDG 17 – Partnerships for the goals

Students were taken to various villages nearby to Nelamangala. They spoke to the locals, took note of the surroundings, and made an effort to sketch out a route and knowing about the rural life. Other groups interviewed the villagers to learn more about their sources of income, primary crop, and community programs, as well as to get a picture of their way of life in the hamlet. Additionally, they put on street plays focusing and addressing critical issues like alcoholism, education, importance of schemes and services available for farmers by holding cultural events, and staging street plays to amuse and inform the villagers about the various social issues that are faced in that village. The students underlined the need for higher education in terms of country building and encouraged the village's dropout students to pursue their higher education. Students also gave the people some stationary and ration kits. These programs showed the power of creative communication in making a difference. Witnessing the villagers' positive responses highlighted the relevance and impact of such initiatives.





Plantation Drive:

SDG 11 – Sustainable cities & communities

SDG 13 – Climate action

SDG 15 – Life on land

To safeguard our ecosystem from air pollution and global warming, planting trees is very crucial. In light of this, our students are actively planting tree saplings in each village they visit during their rural exposure camps. Students have planted closely about 80 tree saplings to promote growing trees and educate the importance of protecting the nature.



Special Activities:

2 BCOM B - Plantation Drive

SDG 11 – Sustainable cities & communities

SDG 13 – Climate action

SDG 15 – Life on land

The class chose for a plantation drive in collaboration with the NGO Project Smile Trust and the Rotary Club at Avalahalli for their special activity. The students picked a sapling and walked towards the main road to plant these saplings. They planted about 10 saplings by adding soil and then levelled the ground. This was followed by watering the soil and adding the manure to it. This helped them to gain a new perspective and a greater appreciation of what they currently have with them. This activity also helped awaken a feeling towards social responsibility among them.



2 BCOM C - Awareness on Puberty, Anxiety and stress

SDG 3 – Good Health & Well-being

The class chose Gangothri International Public School, Nagarbhavi to spread awareness about puberty and to help ensure that all young people have the information and support they need to navigate this transition. Their objectives were to help reduce anxiety and stress about puberty and enable young people to make informed decisions about their bodies and health, prevent bullying and harassment related to puberty and promote positive body image and self-esteem. They also wanted to educate and break the silence and taboo surrounding menstruation and puberty by providing accurate information about menstruation and puberty and empower girls to take control of their menstrual health to promote healthy coping mechanisms. The class was divided into groups and performed the following

Girls

- 1) Menstrual pad packing & distribution (150 Biodegradable pads)
- 2) Pre / Post seminar Survey with analysis to check the effectiveness of the program
- 3) Seminar & Interactive Session: The interactive session for 150 girl students from 7th to 10th standard involved discussions, questions, and answers, quiz, demonstration & activities. The various topics covered were:
 - Puberty and the growth phase of every human.
 - Physical and emotional changes that occur during puberty.
 - Detailed discussions on female and male reproductive anatomy.
 - General awareness on menstruation.
 - Sharing of personal experiences by students. These personal anecdotes provided different perspectives and connected with the students.
 - Video Presentation: A video on the process of menstruation was shown to the students, providing a visual and informative perspective on this natural phenomenon.
- 4) Pain Reduction Techniques: The seminar concluded with a demonstration of techniques to reduce period pain, including acupuncture.

Boys

The sessions for male students of 7th to 10th standard conducted in their individual classes involved:

- 1) Introducing ourselves & our motive.

- 2) Ice-Breakers for the class.
- 3) Pre-programme puberty quiz.
- 4) Sharing personal experiences about puberty.
- 5) Discussion & seminar on health, puberty, what actions boys should take when girls during periods, Pictionary and breaking myths about puberty
- 6) Drawing Activities, Interactive Q&A session, Post-programme Quiz and Feedback Session

The class together organized a comprehensive event focused on menstrual hygiene and awareness and covered various aspects of this topic, from distributing sanitary pads and conducting surveys to educating both girls and boys about puberty and menstruation. The event encouraged open dialogue and promoted knowledge on these crucial topics, breaking stigmas and ensuring the well-being of young individuals during their adolescent phase.





Seminar Conducted for Male Students

Packing and Distribution of Menstrual Paads , Distribution of Pre-Programme Survey



Seminar conducted for Female Students



3 BCOM B: Cleanliness drive

SDG 3 - Good health & well-being

Chose for a plantation and cleanliness drive at Little Sisters of Poor on the 11th of October 2023. The students cleaned the premises and planted saplings. The sister in charge took the students around the campus to introduce the elderly people and how the home functions. Sharing their personal experiences with us. Students also sponsored a non-veg meal as lunch and a few students served them. After the lunch students performed a programme like skit, group song and flash mob that they had come prepared with to create awareness and entertain the people. This helped them learn the difficulties faced and the loneliness that accompanies their age. Students understood the need and value towards elders by spending quantity time by making them feel loved.



2 MCOM FA: Christmas celebration and Donation

SDG 3 - Good health & well-being

SDG 16 – Peace, justice & strong institutions

SDG 17 – Partnerships for the goals

The class had their special activity conducted on 2nd December 2023 at little sisters of poor old age home, where students served food, sang songs, interacted with the old people and helped old people with their daily schedule. Students also served 220 pieces of cake to old age people, staff, and sisters to celebrate the Christmas season.

Additionally the students also raised funds and provided the organisation with 4 kgs of maida, 2 kgs of butter, and 3 kgs dalda for the sisters to make cookies. Our students were truly impressed by the staff's dedication to the residents' well-being is evident, creating a warm and compassionate environment. On interaction with the residents our students discovered that they were genuinely happy and engaged in various activities, fostering a sense of community.

It's clear that little sisters of Poor prioritizes the physical and emotional health of its residents, making it a commendable choice for those seeking a caring and supportive living arrangement for their loved ones. Which also bring about a thought in us that if we take that one small step in taking care of our loved ones especially old with whatever we can, their lives would be so much better both mentally and physically.



2 BBA A - Digitalization/Computerizing Library

SDG 9 – Industry, innovation & infrastructure

SDG 16 – Sustainable cities & communities

On December 4, 2023, Class 2 BBA A, embarked on a meaningful special activity to Divine Mercy School, Kothanur. Departing from the college at 10:45 am, students arrived at the school around 12 pm engaging in the library computerization project. The school graciously provided students with a nutritious lunch, fostering a sense of camaraderie.

The students finished computerising and updating details of about 1500 books. It concluded the impactful visit at 3 pm and returned to the college by 4:15 pm. Here are few insights from their students on their learnings.

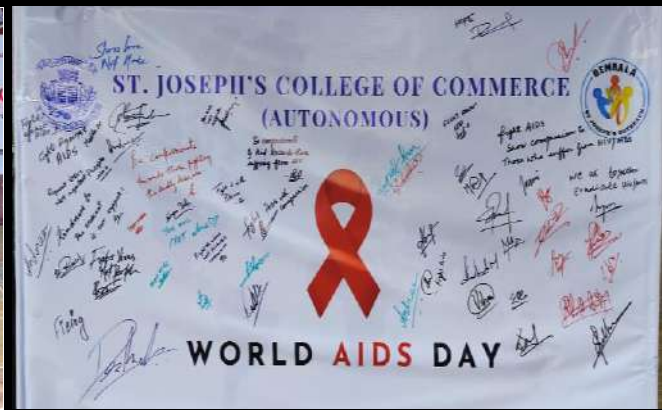
- Firstly, it underscored the importance of community engagement and the impact of education on the lives of mining workers children.
- Interacting with the school & principal enhanced our understanding of the challenges faced by the institution. We learned about the significance of providing education and nutritious meals to ensure holistic development.
- The library computerization process offered hands-on experience in data entry and organization. This taught us the practical application of our academic knowledge and the role technology plays in efficient management.
- Additionally, the collaborative effort with Team Bambala reinforced the significance of teamwork and coordination in executing social initiatives.

Overall, the experience broadened the students' perspectives, emphasizing the real-world implications of their studies and the potential positive influence they can have on marginalized communities through collective action.









Public Event – Blind Walk:

SDG 3 – Good health & well being

SDG 16 – Peace, justice & strong institutions

SDG 17 – Partnerships for the goals

In collaboration with 'The Project Vision', held a 'BLIND WALK' to commemorate 'World Sight Day' on October 21st, 2023, in Bangalore, Karnataka.

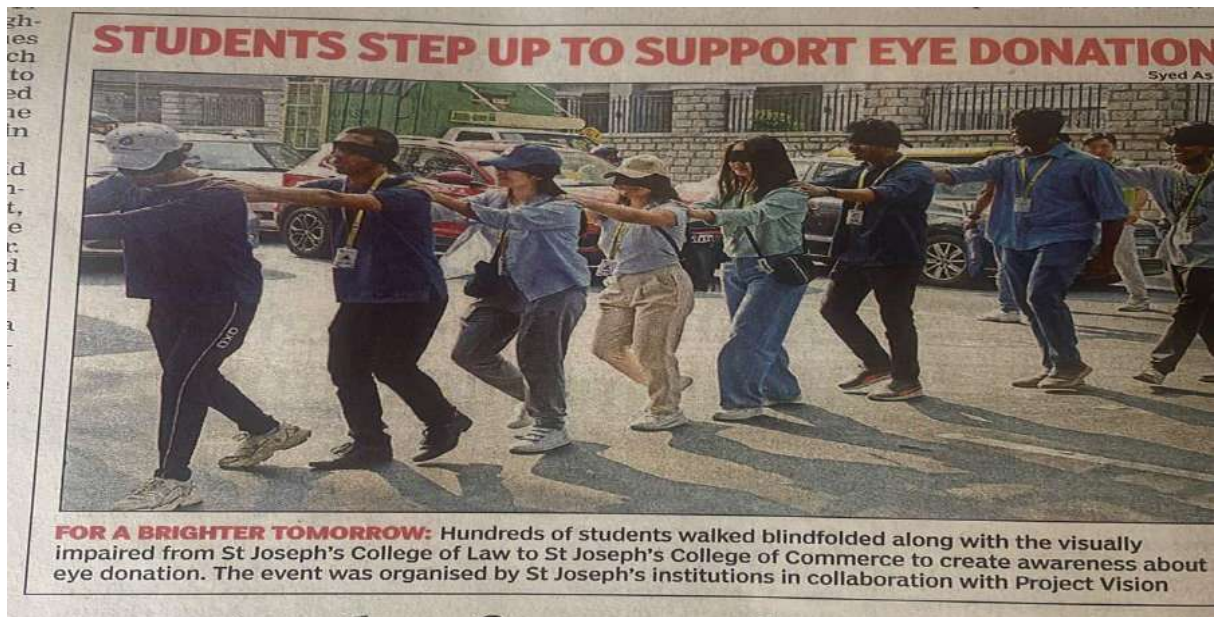
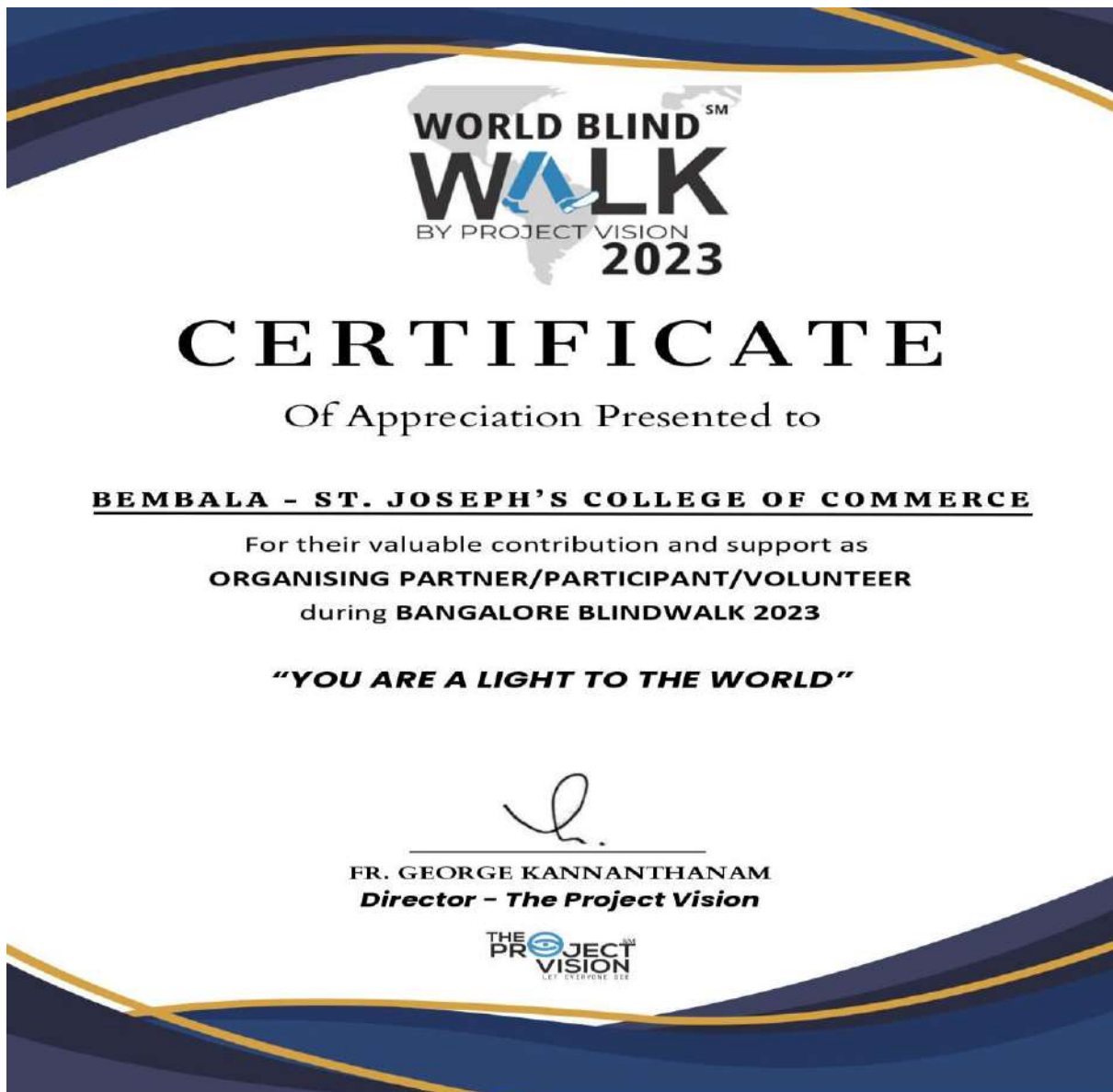
There were 15 visually challenged from 'The Project Vision' led students who were blindfolded in a line with their hand on the shoulder of the person in the front. The walk began from St. Joseph's College Of Law to St. Joseph's College Of Commerce.

The 'BLIND WALK 2023' piqued people's interest, with about 700+ students participating to meet the aim of educating the public about eye donation by focusing on the difficulties faced by visually impaired in their life and livelihoods.

The walk concluded with the students taking a pledge to do whatever they can and spread the message of eye donation with hope and confidence of bringing in more colour and clarity to people's lives.







Recycling of papers

SDG 11 - Sustainable cities and communities

SDG 12 – Responsible Consumption & production

SDG 16 – Affordable and clean energy

As an environmental initiative a total of 2,466 kgs of scrap or unused papers were collected and given to ITC, which was recycled utilized to make notebooks, which the students then distributed on Children's Day to various Government schools in Nelamangala.





Reported By,
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