

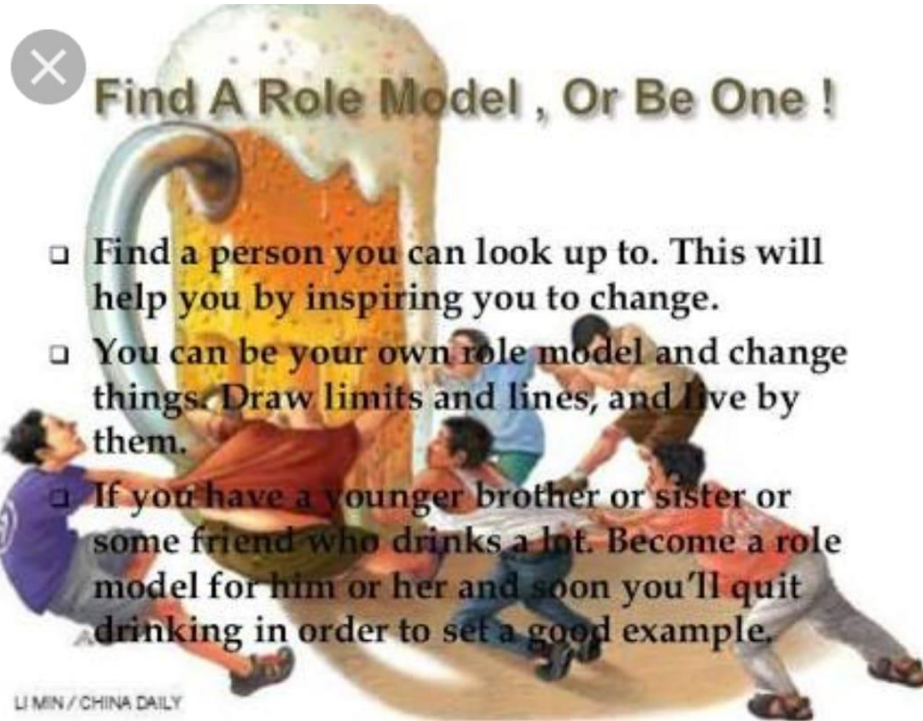


Social Awareness & Community Development

Social awareness and community development

- ▶ Social awareness contribute to people in improving their social skills by interacting with people from diverse backgrounds.
- ▶ Community development offers a comprehensive and practical approach to planning for communities. Students who are socially aware can recognize the resources available and use them to address the need of society.
- ▶ Both Social awareness and Community development are interrelated.
- ▶ 'Social awareness' means being aware of problems that different societies and communities face on day to day basis and to be conscious of difficulties and hardships of the society.
- ▶ 'Community development' is a process where Community members come together to take collective action on generate solution to common problems.

..

An illustration of a large, overflowing beer mug. Inside the mug, several people are depicted in various states of being submerged in beer. One person is at the bottom, another is partially submerged, and others are near the surface. The scene is a metaphor for the concept of role models and the dangers of excessive drinking.

✕ Find A Role Model , Or Be One !

- ❑ Find a person you can look up to. This will help you by inspiring you to change.
- ❑ You can be your own role model and change things. Draw limits and lines, and live by them.
- ❑ If you have a younger brother or sister or some friend who drinks a lot. Become a role model for him or her and soon you'll quit drinking in order to set a good example.

LI MIN / CHINA DAILY

Why do we need social awareness?

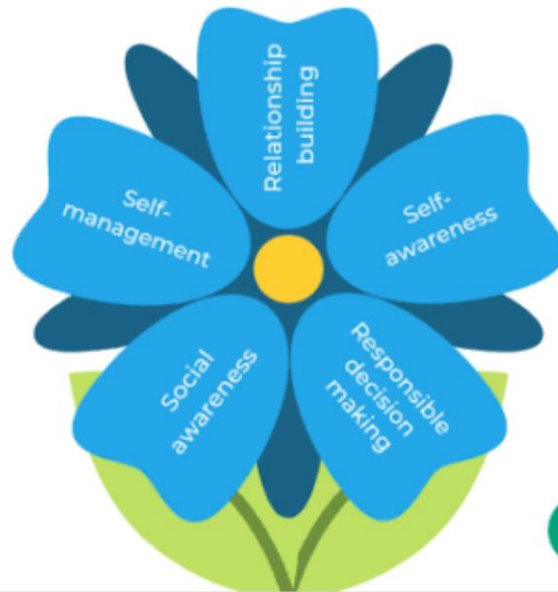
We need social awareness because it enables a person to consider the perspectives of other people and understand how he or she react to different social situation. It is really the application of emotional intelligence and focus on how people handle relationships, others feelings , needs and concerns.

The key purpose of community development is to build communities based on justice equality and mutual respect . Community development involves changing the relationship between ordinary people , people in position of power so that everyone can take part in the issues that affected their lives.

..

Social Emotional Learning

Helping Your Students Succeed



Types of social awareness

Mainly there are three important types of social awareness

- ▶ Empathy: understanding the other person's emotions, needs and concerns.
- ▶ Organizational Awareness: the ability to understand the politics within an organization and how these affect the people working in them.
- ▶ Service: the ability to understand and meet the needs of clients and customers.

How to build social awareness

- ▶ Improve one's listening skills.
- ▶ Pay close attention to interactions with other people.
- ▶ Identify other people's emotional status.
- ▶ Think about one's feelings.
- ▶ Think before answer and give clear answers.

Aims of social Awareness

Provides basic education , health and empowerment to citizens through enhanced awareness and to make the people aware of various problems in community and empower all the sections of society.

Objectives

- ▶ By educating the citizens of their rights and duties, benefits and facilities available through various govt. agencies and how to obtain them

e.g. opening a bank account, avail health insurance, get medical treatment from a private hospital, securing LPG connection, get loans, and get admission in public school and use of RTI etc

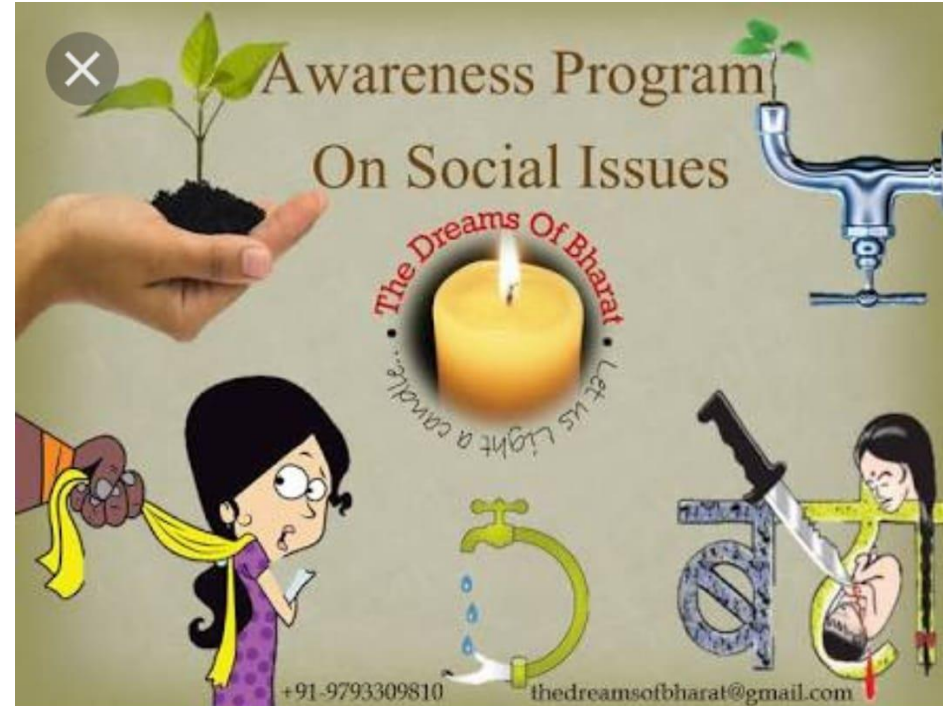
- ▶ By counselling youth to stop bad habits and help in rehabilitating them with gainful engagement in society
- ▶ By providing legal help in genuine and honest cases in civil duties.



..

- ▶ By educating people on political process in India including political reforms and how one should exercise his vote
- ▶ By promoting gender equality and empower women
- ▶ By fighting exploitation, injustice and corruption against individuals, class and community, etc.
- ▶ By identifying people who believe in “doing something for society”

SOCIAL JUSTICE PROJECT





..

There are a number of social awareness programmes on various social issues.

1. Road safety awareness drive-

Each year million are getting injured or killed in road crashes across the world. Most of the road accidents are not the will of God but because human negligence, hence they are preventable. Road safety awareness drive campaign can emphasize on leading factors like driving under influence, fatigue, driving on addiction, multi tasking, non use of restraints.

..





..

2 .consumer awareness campaign:-

With the increasingly large number of products springing up in market there is a need to educate consumers. For eg: 15 or 20 years back soap means for washing and soap for taking bath namely Nandi bar soap, Pears or Chandrika . Now situation is tremendously changed. Today numberless brands of detergents and soaps are there in market to tempt the consumer. So consumer awareness campaign can focus on breaking the barriers of consumer ignorance



..

3. Anti drug and Anti liquor campaign :-

With the rise of hopelessness, due to unemployment and many other reasons the youth are getting addicted to various harmful drugs. As result many school college students are being soft target of the drug mafias and peddlers. A special task force involving the social action groups comprising high school and college students can create social awareness.

4. social awareness campaign for unprivileged women:- The unprivileged can improve their living conditions only when they realize their potential and become self-reliant.

Different social awareness programmes

- ▶ Gender discrimination and Anti harassment movement
- ▶ Virtual reality
- ▶ Social isolation of people with HIV/Aids
- ▶ Internet safety and social crimes
- ▶ Fighting poverty in the world
- ▶ Women right and trans people right
- ▶ Free education for everyone
- ▶ School violence

Social awareness project for transsexual people

ISTANBUL



Social Awareness Program

Peace And Harmony



Aims of Community Development

The main objectives of community development programmes is to improve the standard of living of village people. They have been provided with various employment facilities and training to improve their agricultural production and have been provided with various opportunities to set up industries.

This is done through following methods.

- ▶ Make village people self dependent and encourage them to take part in national reconstruction.
- ▶ Changing the traditional and conservative Outlook of village people.
- ▶ Organising youth and women bodies to take part in the development and welfare activities.
- ▶ Making arrangements recreation of village youth and women.
- ▶ Providing educational facilities in village.
- ▶ Arranging centres of social education.

Different Community Awareness programmes.

- ▶ Agricultural and Allied fields
- ▶ Organisation
- ▶ Education
- ▶ Employment
- ▶ Communication
- ▶ Health services
- ▶ Vocational training





..

- ▶ Through social awareness programmes students to be able to understand and respect other's feelings, opinions and needs. Community development programmes instill sensitivity in students and raise the level of social consciousness of students.
- ▶ NCC has adopted community development activities with the aim of imbibing amongst the cadets selfless service to the community, dignity of labour, importance of self help, need to protect the environment and to assist weaker section of the society in their upliftment. This is envisaged through programmes involving adult education, tree plantation, blood donation, visit to old age homes, slum clearance, village upliftment and various other social scheme.

...





...

Thank you....