



VES COLLEGE OF PHARMACY

Hashu Advani Memmorial Complex, Behind Collectors Colony, Chembur (E), Mumbai – 74



Activities organized by Public Health Office (PHO) of VES College of Pharmacy (2019-20)

Sr. No	Event organized	Location for event	Date	Participated population /Target audience	Number of VESCOP students participating in the event
1	Blood Donation Campaigns	Dadar, Chembur, Bhandup, Kurla	4 th and 9 th October 2019, 29 th December 2019, 16 th January 2020	270+ units of Blood collected	54
2	World Aids Day Campaign	Kandivali	1 st December 2019	50+	6
3	Antibiotic Awareness Week Campaign	Kurla Railway Station	18 th November 2019	50+	6
4	Say No the first time: AnAnti-drug abuse initiative	Social Media	17 th January 2020	2500+	13
5	Hand Washing Techniques and Dengue Malaria Awareness	Badlapur	24 th December 2019	50+	6
6	Menstrual Hygiene Campaign	Thane & Kurla	5 th January 2020	50+	10
7	Community Outreach Programme - awareness about generic medicine vs branded medicines	Chembur	24 th October 2019	50+	14
8	Cleanliness Drive	Mankhurd	25 th October 2019	100+	20

File/s will carry all reports and official communications

PUBLIC HEALTH OFFICE

Indian Pharmaceutical Association- Student's Forum
Maharashtra State Branch

Activity Report – “BLOOD DONATION” Campaign

❖ **Organizing Institute:**

- V.E.S. College of Pharmacy.

❖ **Co-Ordinator of Activity, His/her E-mail Address & Contact Number:**

- J.J. Mahanagar Blood Bank Ground Floor, SD Petit Building, JJ Road, Byculia, Mumbai-400027.
- Contact No: 022-23735585, 9987458058

❖ **Location(s) of the activity:**

Sr. No.	Location	Date	Timing	Activity
1.	Middle Bridge, Dadar Station, Dadar, Mumbai.	October 4, 2019	9 a.m. to 6 p.m.	Collection of 103 Units of Blood

❖ **Target Audience:** 100+

❖ **Number of students taking part in the activity:** 19

❖ **List of volunteers and their contact numbers:**

Name	Contact no.	Name	Contact no.
Madhura Bhoite	9969402508	Gerard Fernandes	7045650190
Vaidehi Bhole	9987989701	Upasana Tiwari	9819971088
Bhakti Sawant	8779359505	Akansha Soman	8828482903
Madhura Kowlagi	9969402508	Chinmay Phatak	8169972702
Nistha	8433871759	Viraj Amin	9920017053
Shruti Shinde	9594892542	Ritesh Autade	8291750147
Ankita Mandlik	8452020771	Sahil Sankulkar	8082600819
Anushka Khatnani	9637105351	Saloni Rane	9082457905
Abel Biju	9619203068	Manasi Gurav	9082113854
Anupama Nair	8104584668		

❖ **Methods used for conducting the campaign:**

Blood is the most precious gift that one can give to another - the gift of life. A decision to donate blood can save one if not several lives as blood is separated into its components - red cells, platelets and plasma - which can be used individually for patients with specific conditions. The growing demand for blood in hospitals is satisfied by blood donation drives.



Dr. (Mrs.) Supriya S. Shidhaye

PRINCIPAL

Vivekanand Education Society's
College of Pharmacy

HAMC, Behind Collector Colony,
Chembur, Mumbai - 400 074.

On the October 4, 2019, VES College of Pharmacy volunteered for the blood donation drive held by J.J Mahanagar Blood Bank at Dadar station.

The volunteers interacted with the commuters on the platform, encouraged them to donate blood by explaining to them the importance of the same. They were told how they could save up to three lives by donating just one pint of blood which would just only about fifteen minutes of their precious time.

A team of doctors skillfully handled the check-ups including the hemoglobin, weight and medical history check, after which, the donor was assigned a blood bag. The comfort of the donors was made a priority by the volunteers, who provided them with refreshments before and after the donation. Certificates were issued out to the donors, who were thanked for the noble deed. A donor card was given to all the donors and the importance of the card was explained to them by the volunteers.

❖ Advertisement of the activity:

Banners displaying the information about blood donation campaign were put up in the areas near the location of the blood camp. The volunteers and the staff of J.J Mahanagar Blood Bank periodically advertised the event via announcements on loudspeakers throughout the course of the day.

❖ Result of your activity:

The camp was a successful one, receiving an enormous response as we were able to collect 103 bottles on this day. The individual interaction between the volunteers and the commuters helped to spread awareness about the benefits of blood donation. The donors were very enthusiastic. Their generosity, the Blood Bank's efficiency and our service made this camp a successful one.

❖ PHOTOGRAPHS:



PUBLIC HEALTH OFFICE

Indian Pharmaceutical Association- Student's Forum
Maharashtra State Branch

Activity Report – “BLOOD DONATION” Campaign

❖ **Organizing Institute:**

- V.E.S. College of Pharmacy.

❖ **Co-Ordinator of Activity, His/her E-mail Address & Contact Number:**

- Pallavi blood bank
- Contact No: 7045802233

❖ **Location(s) of the activity:**

Sr. No.	Location	Date	Timing	Activity
1.	VES college of Architecture campus, Chembur, Mumbai-74.	October 9, 2019	10a.m. to 5 p.m.	Collection of 104 Units of Blood

❖ **Target Audience: 100+**

❖ **Number of students taking part in the activity: 19**

❖ **List of volunteers and their contact numbers:**

Name	Contact no.	Name	Contact no.
Namrata kaur dhillon	8422955535	Gerard Fernandes	7045650190
Pranati satyanarayana	8879490364	Upasana Tiwari	9819971088
Kasturi Pawar	9920803176	Tanvi Shivnekar	8850271870
Maithili phalke	8452999963	Sanskriti Sharma	9137760325
Manav Shah	9833675151	Hreesheeka Munekar	9082872011
Ruchi rajesh bhosale	9870202120	Kirandeep Parihar	7977108130
Vidya ramesh samal	8104219466	Akanksha Soman	8765564524
Vaibhav balasaheb pere	9359808805	Anupama Nair	8104584668
Vrushti Trivedi	8369766243	Fernando Selva Malavika	9004600175
Sundaram shukla	9137943490		

❖ **Methods used for conducting the campaign:**

Blood is the most precious gift that one can give to another - the gift of life. A decision to donate blood can save one life if not several lives as blood is separated into its



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components - red cells, platelets and plasma - which can be used individually for patients with specific conditions. The growing demand for blood in hospitals is satisfied by blood donation drives.

On the October 9, 2019, VES College of Pharmacy volunteered for the blood donation drive held by Pallavi Blood Bank at VES college of Architecture Campus.

The volunteers interacted with the students and staff of the various departments of VES institutions including VES college of pharmacy ,VES institute of technology, VES polytechnic college and VES management ,encouraged them to donate blood by explaining to them the importance of the same. They were told how they could save up to three lives by donating just one pint of blood which would just only about fifteen minutes of their precious time.

A team of doctors skillfully handled the check-ups including the hemoglobin, weight and medical history check, after which, the donor was assigned a blood bag.

The comfort of the donors was made a priority by the volunteers, who provided them with refreshments before and after the donation. Certificates were issued out to the donors, who were thanked for the noble deed. A donor card was given to all the donors and the importance of the card was explained to them by the volunteers.

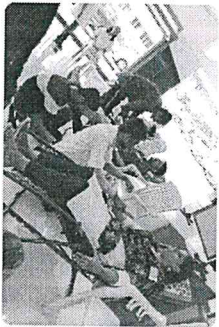
❖ **Advertisement of the activity:**

Banners displaying the information about blood donation campaign were put up in the areas near the location of the blood camp .Social media was also used as a source of advertisement and awareness The volunteers of VES college of pharmacy and the staff of Palavi Blood Bank periodically advertised the event via announcements throughout the course of the day.

❖ **Result of your activity:**

The camp was a successful one, receiving an enormous response as we were able to collect 104 bottles on this day. The individual interaction between the volunteers and the students and staff helped to spread awareness about the benefits of blood donation. The donors were very enthusiastic. Their generosity, the Blood Bank's efficiency and our service made this camp a successful one.

❖ **PHOTOGRAPHS:**



PUBLIC HEALTH OFFICE

Indian Pharmaceutical Association- Student's Forum Maharashtra State Branch

Activity Report – “BLOOD DONATION” Campaign

❖ **Organizing Institute:**

- V.E.S. College of Pharmacy.

❖ **Co-Ordinator of Activity, His/her E-mail Address & Contact Number:**

- J.J. Mahanagar Blood Bank Ground Floor, SD Petit Building, JJ Road, Byculla, Mumbai-400027.
- Contact No: 022-23735585, 9987458058

❖ **Location(s) of the activity:**

Sr. No.	Location	Date	Timing	Activity
1.	Geeta Hall, Bhandup (W)	December 29, 2019	9 a.m. to 6 p.m.	Collection of 53 Units of Blood

❖ **Target Audience:** 50+

❖ **Number of students taking part in the activity:** 05

❖ **List of volunteers and their contact numbers:**

Name	Contact no.	Name	Contact no.
Lakhan Gupta	8450901667	Abhishek Sahu	8104761270
Omkar Parab	9987991682	Jagdish Kumavat	7715061966
Prajakta Deole	7400208850		

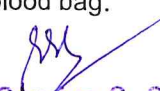
❖ **Methods used for conducting the campaign:**

Blood is the most precious gift that one can give to another - the gift of life. A decision to donate blood can save one if not several lives as blood is separated into its components - red cells, platelets and plasma - which can be used individually for patients with specific conditions. The growing demand for blood in hospitals is satisfied by blood donation drives.

On December 29, 2019, VES College of Pharmacy volunteered for the blood donation drive held by J.J Mahanagar Blood Bank at Geeta Hall in Bhandup.

A team of doctors skillfully handled the check-ups including the hemoglobin, weight and medical history check, after which, the donor was assigned a blood bag.




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The comfort of the donors was made a priority by the volunteers, who provided them with refreshments before and after the donation. Certificates were issued out to the donors, who were thanked for the noble deed. A donor card was given to all the donors and the importance of the card was explained to them by the volunteers.

❖ **Advertisement of the activity:**

Banners displaying the information about blood donation campaign were put up in the areas near the location of the blood camp. The volunteers and the staff of J.J Mahanagar Blood Bank periodically advertised the event via announcements on loudspeakers throughout the course of the day.

❖ **Result of your activity:**

The camp was a successful one, receiving an enormous response as we were able to collect 53 bottles on this day. The individual interaction between the volunteers and the commuters helped to spread awareness about the benefits of blood donation. The donors were very enthusiastic. Their generosity, the Blood Bank's efficiency and our service made this camp a successful one.

❖ **PHOTOGRAPHS:**



SSB
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PUBLIC HEALTH OFFICE

Indian Pharmaceutical Association- Student's Forum
Maharashtra State Branch

Activity Report – “BLOOD DONATION” Campaign

❖ **Organizing Institute:**

- V.E.S. College of Pharmacy.

❖ **Co-Ordinator of Activity, His/her E-mail Address & Contact Number:**

- J.J. Blood bank
- Contact No: 9987458058

❖ **Location(s) of the activity:**

Sr. No.	Location	Date	Timing	Activity
1.	Bombay Taximens colony ,Kurla (west) , Mumbai-400070	16th January, 2020.	10 a.m. to 2 p.m.	Collection of 21 Units of Blood.

❖ **Target Audience: 30+**

❖ **Number of students taking part in the activity: 11**

❖ **List of volunteers and their contact numbers:**

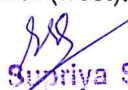
Name	Contact no.	Name	Contact no.
Namita Doke	8169473512	Gerard Fernandes	7045650190
Ishan Honavarkar	7738766404	Shruti Gharat	8169740536
Siddhesh Hatle	8291389133	Sangita Patel	9867549918
Samiksha Pujare	8879465967	Anuradha Badade	9702144039
Hrishitaa Kandpal	9930916732	Anjali Dighe	8169079671
Shrutika Dongre	9082294601		

❖ **Methods used for conducting the campaign:**

Blood is the most precious gift that one can give to another - the gift of life. A decision to donate blood can save one life if not several lives as blood is separated into its components - red cells, platelets and plasma - which can be used individually for patients with specific conditions. The growing demand for blood in hospitals is satisfied by blood donation drives.

On the January 16th, 2020 VES College of Pharmacy volunteered for the blood donation drive held by J.J Blood Bank at Bombay Taximens colony, Kurla (west).



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The volunteers interacted with the residents of Bombay Taximens colony and encouraged them to donate blood by explaining to them the importance of the same. They were told how they could save up to three lives by donating just one pint of blood which would just only about fifteen minutes of their precious time.

A team of doctors skillfully handled the check-ups including the hemoglobin, weight and medical history check, after which, the donor was assigned a blood bag.

The comfort of the donors was made a priority by the volunteers, who provided them with refreshments before and after the donation. Certificates were issued out to the donors, who were thanked for the noble deed. A donor card was given to all the donors and the importance of the card was explained to them by the volunteers.

❖ Advertisement of the activity:

Banners displaying the information about blood donation campaign were put up in the areas near the location of the blood camp. Social media was also used as a source of advertisement and awareness. The volunteers of VES college of pharmacy periodically advertised the event via announcements throughout the course of the day.

❖ Result of your activity:

We were able to collect 21 bottles on this day. The individual interaction between the volunteers and the students and staff helped to spread awareness about the benefits of blood donation. The donors were very enthusiastic. Their generosity, the Blood Bank's efficiency and our service made this camp a successful one.

❖ PHOTOGRAPHS:



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WORLD HEALTH DAYS CAMPAIGNS

PUBLIC HEALTH OFFICE

Indian Pharmaceutical Association- Student's Forum
Maharashtra State Branch

Activity Report – “World Health Days - World AIDS Day” Campaign

❖ **Organizing Institute:**

- V.E.S. College of Pharmacy.

❖ **Co-Ordinator of Activity, his/her E-mail Address & Contact Number:**

- Ms. Annu
- Sakhi Char Chaughi Trust
- Contact No: +91 81082 81665

❖ **Location(s) of the activity:**

Sr. No.	Location	Date	Timing	Activity
1.	Lokmanya Chawl, No. 1, Vadar Pada Rd. No. 2, Hanuman Nagar, Kandivali (E), Mumbai 400 101	December 1, 2019	12 p.m. to 2 p.m.	AIDS Awareness

❖ **Target Audience:** 50+

❖ **Number of students taking part in the activity:** 6

❖ **List of volunteers and their contact numbers:**


Name	Contact No.	Name	Contact No.
Habil Hirani	8850020130	Umang Ashar	7045887161
Kirti Sawant	9167447177	Surbhi Soni	8828082110
Salonee Tawde	7506568681	Santhanalakshmi	7045582214

❖ **Methods used for conducting the campaign:**

AIDS is a disease that can develop in people with HIV. It's the most advanced stage of HIV. But just because a person has HIV doesn't mean they'll develop AIDS.

HIV is a virus that damages the immune system. The immune system helps the body fight off infections. Untreated HIV infects and kills CD4 cells, which are a type of immune cell called T cells. Over time, as HIV kills more CD4 cells, the body is more likely to get various types of infections and cancers.




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HIV is transmitted through bodily fluids that include:

- blood
- semen
- vaginal and rectal fluids
- breast milk

The virus doesn't spread in air or water, or through casual contact.

With an HIV prevalence of 0.26% in the adult population, India has an estimated 2.1 million people living with HIV, shows data.

The key populations most affected by HIV in India are sex workers (HIV prevalence of 2.2%), gay men and other men who have sex with men (HIV prevalence of 4.3%), people who inject drugs (HIV prevalence of 9.9%) and transgender people (HIV prevalence of 7.2%).

On the occasion of World AIDS Day i.e. December 1. the PHO of VES College of Pharmacy along with Sakhi Char Chaugi Trust, a trust run by transgenders, took on this mission to eradicate social stigmas prevalent in the society about this disease, and spread awareness in the process, at Vadar Pada, Kandivali (E). This location was chosen based on the fact that it was remote, and housed sex workers ignorant towards the disease.

A slam poetry about the turmoil faced by a person with AIDS was recited. This was followed by a brief introduction about the disease, its causes, symptoms and prevention. Light was shed upon the misconceptions to help eradicate them.

Slogans about good health and AIDS prevention were chanted. The volunteers also mentioned the hospitals in which the government provided free of cost testing and treatment for AIDS. The audience members were encouraged to interact with the volunteers clear any doubts that they might have.

❖ **Advertisement of the activity:**

The volunteers personally approached the people living in the chawls including the passersby. There were also slogans chanted by the volunteers to pull in a crowd.

❖ **Result of the Activity:**

The volunteers enthusiastically participated in the activity with great zeal. The people were very helpful and appreciative. Their cooperation and the willingness as the audience of the activity made this campaign a successful one. Queries and misconceptions of the audience was cleared by the PHO committee members and student volunteers.

❖ PHOTOGRAPHS:



PUBLIC HEALTH OFFICE

Indian Pharmaceutical Association- Student's Forum
Maharashtra State Branch

Activity Report – “World health days - World Antibiotic Awareness week ” Campaign

❖ **Organizing Institute:**

- V.E.S. College of Pharmacy.

❖ **Co-Ordinator of Activity, his/her E-mail Address & Contact Number:**

- Mr. Pratik Barve
VES College of Pharmacy, Mumbai -400 074
- Phone no: 96196515815

❖ **Location(s) of the activity:**

Sr. No.	Location	Date	Timing	Activity
1.	Kurla railway station .. , Kurla West , Mumbai, Maharashtra 400070	November 18, 2019	12 p.m. to 2 p.m.	Awareness regarding antibiotic resistance.

❖ **Target Audience:** 50+

❖ **Number of students taking part in the activity:** 06

❖ **List of volunteers and their contact numbers:**

Name	Contact No	Name	Contact No
Arbaaz Khan	9769603649	Anjali Waybase	8652094043
Ankita Rai	9136249700	Abhishek Sahu	8104761270
Shubhangi Yamgar	9137189885	Sarita Sonar	7506850130

❖ **Methods used for conducting the campaign:**

Antibiotic resistance is one of the biggest public health challenges of our time. Each year in the U.S., at least 2.8 million people get an antibiotic-resistant infection, and more than 35,000 people die. Fighting this threat is a public health priority that requires a collaborative global approach across sectors.

Antibiotic resistance happens when germs like bacteria and fungi develop the ability to defeat the drugs designed to kill them. That means the germs are not killed and continue to grow. Infections caused by antibiotic-resistant germs are difficult, and sometimes impossible, to treat. In most cases, antibiotic-resistant infections require extended hospital stays, additional follow-up doctor visits, and costly and toxic alternatives. Antibiotic resistance does not mean the body is becoming resistant to



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antibiotics; it is that bacteria have become resistant to the antibiotics designed to kill them.

On the occasion of World Antibiotic awareness week i.e 12th -18th November , PHO committee of VES College of Pharmacy displayed a Drama at Kurla railway station West . The Drama was conducted by the PHO committee members and student volunteers of Vivekanand education society's college of pharmacy. This brought to light the importance of awareness regarding antibiotic consumption .The plot of the skit revolved around a patient incognizant about prevailing antibiotic resistance caused due to the indiscriminate use of antibiotics . He is later made aware to take targeted medicine for his illness and that antibiotic is not a cure for all diseases by his pharmacist and is relieved from the danger of resistance .

The aim of the programme was to enhance knowledge about antibiotics and appropriate use of the same .

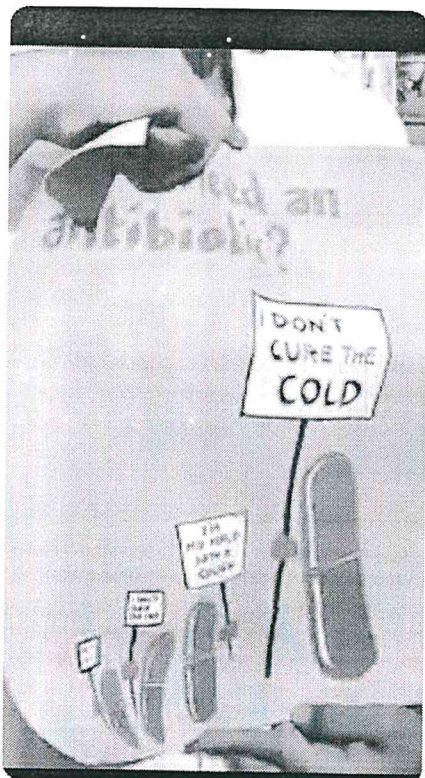
❖ Advertisement of the activity:

The volunteers personally approached the people at the station area including the vendors ,passengers, etc to notify them about the campaign and its importance. Personal one to one approach and slogan was sung to gather audience for the Drama .

❖ Result of your activity:

The volunteers enthusiastically participated in the activity with great zeal.The people were very helpful and appreciative.Their cooperation and the willingness as the audience of the activity made this campaign a successful one. Queries and misconceptions of the audience was cleared by the PHO committee members and student volunteers.

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INNOVATIVE CAMPAIGN

PUBLIC HEALTH OFFICE

Indian Pharmaceutical Association- Student's Forum
Maharashtra State Branch

Activity Report – Innovative Campaign – Say NO The First Time: An Anti-Drug-Abuse Initiative

- **Organising Institute:** VES College of Pharmacy.
- **Co-ordinator of Activity and her/his e-mail address and contact number:**
 1. Mr. Pratik Barve
VES College of Pharmacy,
Mumbai - 400 074
Ph no: 9619515815

- **Location(s) of the activity:**

Sr. No.	Activity	Timing	Date	Location
1.	Innovative Campaign: Awareness Against Drug Abuse	9:00am – 8:00 pm	January 17, 2020.	Social Media Platforms: YouTube & Instagram

- **Number of target audience:** 2500+
- **Number of students taking part in the activity:** 13
- **List of volunteers and their contact numbers:**

Name	Contact No.	Name	Contact No.
Kirti Sawant	9167447177	Shiekha Deria	9920405562
Habil Hirkani	8850020130	Surbhi Soni	8828082110
Harshil Shah	9004123431	Santhanalakshmi	7045582214
Sweetie Chheda	9768887657	Hardik Shah	7021518772
Prachi Singhvi	8433626265	Arbaaz Khan	97869603649
Manav Shah	9833675151	Sagarika Salaskar	9969805457
Vishnu Nair	9870280711		

❖ Description of the activity

- **Methods used for conducting the campaign:**

The epidemic of drug abuse in young generation has assumed alarming dimensions in India. Changing cultural values, increasing economic stress and dwindling supportive bonds are leading to initiation into substance use. According to the World Health Organization (WHO), drug abuse is persistent or sporadic drug use inconsistent with or unrelated to acceptable medical practice. The picture is grim if the world statistics on the drugs scenario is taken into account. With a turnover of around \$500 billion, it is the third



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largest business in the world, next to petroleum and arms trade. About 190 million people all over the world consume one drug or the other. Drug addiction causes immense human distress and the illegal production and distribution of drugs have spawned crime and violence worldwide.

According to a UN report, one million heroin addicts are registered in India, and unofficially there are as many as five million. Cannabis, heroin, and Indian-produced pharmaceutical drugs are the most frequently abused drugs in India.

A big portion of this population gets addicted to these substances from their very first exposure. As Anthony J. D'Angelo rightly said, "When solving problems, dig at the roots instead of just hacking at the leaves." This makes it absolutely paramount for people to realise that it is necessary to 'Say NO the First Time'. This is what our campaign was aimed to target.

- **Advertisement of the activities:**

The campaign was primarily based on social media. On the day of the campaign, a YouTube video of a short skit, entirely written, shot, and edited by the volunteers was published. It was shared across Instagram, WhatsApp, etc. Another video, to inspire the notion of our campaign was uploaded on our Instagram Page. Followed by this, a challenge was issued to the target audience, to hold a placard with #SayNoTheFirstTime written on it. They were requested to publish it on their social media accounts, and tag 3 other friends they wanted to participate in this noble cause. The true beauty of social media was on display as their initial reluctance turned into enthusiastic will as they saw each other actively participate.

YouTube: <https://www.youtube.com/watch?v=HRKHWpI2Hzc>
Instagram: <https://www.instagram.com/vescop.pho>

- **Result of the activity:**

The Innovative Awareness Campaign was very well received. The YouTube skit alone obtained over 450 views in a single day; the Instagram video, getting over 240 views. Including the hundreds of people that participated in the activity, and thousands of their followers, it is safe to say that this campaign was a roaring success, not only in the sense of numbers, but also for the cause we worked so hard for. Just goes to show the importance of the Internet as tool for doing good in the world.

- Photos:



RURAL AREA CAMPAIGN

PUBLIC HEALTH OFFICE

Indian Pharmaceutical Association- Student's Forum
Maharashtra State Branch

Activity Report – “Rural area Campaign”

- ❖ **Organizing Institute:**
 - V.E.S. College of Pharmacy.
- ❖ **Co-Ordinator of Activity, his/her E-mail Address & Contact Number:**
 - Mr. Pratik Barve
VES College of Pharmacy, Mumbai-400074
 - Phone no: 96196515815
- ❖ **Location(s) of the activity:**

Sr. No.	Location	Date	Timing	Activity
1.	Jilha Parishad School, Rahatoli, Chon gaon, Badlapur-421503	December 24, 2019	11:30 p.m. to 2 p.m.	1) Awareness regarding dengue, malaria and other mosquito-borne diseases. 2) Importance of ORS. 3) 6 step handwashing technique was also taught to the students.

- ❖ **Target Audience:** 50+
- ❖ **Number of students taking part in the activity :** 6
- ❖ **List of volunteers and their contact numbers:**

Name	Contact No	Name	Contact No
Barkha Makhija	9890255003	Santhanalaxmi Kumaresan	7045582214
Shubhangi Yamgar	9137189885	Gerard Fernandes	7045650190
Prajakta Deole	9768594998	Anupama Nair	8104584668

- ❖ **Methods used for conducting the campaign:**

Mosquito is considered to be an important animal vector that can cause several diseases to human beings. Mosquito-borne infectious disease is accepted as important tropical infections and is the focused topic in tropical medicine. There



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are several tropical mosquito borne infections. Malaria and dengue are the two common mosquito infections that are very important and cause high morbidity and mortality for many patients around the world.

Washing your hands well and often is the best way of keeping kids from getting sick. Several diseases can be spread if hands aren't washed properly which include gastrointestinal diseases , such as Salmonella, and respiratory infections , such as influenza. Washing hands properly can help prevent the spread of germs that cause these diseases. Some forms of these diseases can cause serious complications ,especially for young children, the elderly, or those with a weakened immune system. Infectious diseases continue to be a health challenge and economic burden within our communities. Though effective hand hygiene education is critical, there has been a steady decline in hygiene promotion, especially in the home and schools. Hand hygiene at home, school within our communities plays an essential role in helping to reduce the spread of infectious diseases.

PHO of VES college of Pharmacy organised an awareness camp in Jilha Parishad School, Badlapur, which is in a rural area. During this campaign various topics were discussed. The volunteers presented the students with the 6 step handwashing technique and emphasized on implementing the same to avoid various diseases. Secondly ,information regarding dengue ,malaria and other mosquito borne diseases were discussed among the students . The volunteers made the session interactive by engaging the students in various games which included crossword of healthy food items. Prizes were given to the children including ORS. As ORS was the winning price it's use and importance was also informed by our volunteers.

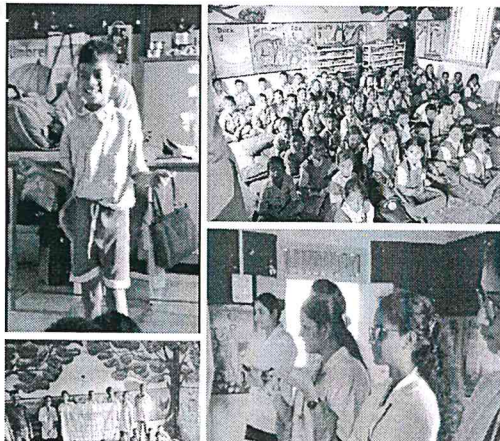
❖ Advertisement of the activity:

The principal of the school was notified regarding the campaign. Before the campaign the staff were informed.

❖ Result of your activity:

The awareness camp was very well received, the audience listened to the volunteers with rapt attention and asked a lot of questions, they were eager to know about the diseases caused by mosquitoes. The camp shed light on the alarming number of diseases that could be spread if the hands weren't washed properly. After the camp was done we saw a few students practicing the handwashing techniques we demonstrated. They learnt the importance of ORS .

❖ PHOTO



MENSTRUAL HYGIENE CAMPAIGN

PUBLIC HEALTH OFFICE

Indian Pharmaceutical Association- Student's Forum
Maharashtra State Branch

Activity Report – “Menstrual Hygiene” Campaign

❖ **Organizing Institute:**

- V.E.S. College of Pharmacy.

❖ **Co-Ordinator of Activity, his/her E-mail Address & Contact Number:**

- Mr. Pratik Barve
VES College of Pharmacy, Mumbai-400074
- Phone no: 96196515815

❖ **Location(s) of the activity:**

Sr. No.	Location	Date	Timing	Activity
1.	Kshamata training center Prathmesh Niwas, Near vishal appt. Ramchandra nagar 2 Thane west Maharashtra 400604.	January 5, 2020	10:30 am to 12:00 pm	Awareness regarding scientific facts of menstruation and menstrual hygiene practices.
2.	Taximens Colony ,Kurla west, Mumbai, Maharashtra 400070.	January 5, 2020	10:30am to 12:00 pm	Awareness regarding scientific facts of menstruation and menstrual hygiene practices.

❖ **Target Audience: 50+**

❖ **Number of students taking part in the activity : 10**

❖ **List of volunteers and their contact numbers:**

Name	Contact No	Name	Contact No
Barkha Makhija	9890255003	Ankita Rai	9136249700
Shubhangi Yamgar	9137189885	Anupama Nair	8104584668



SS
Dr. (Mrs.) Supriya S. Shidhaye
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Chembur, Mumbai - 400 074.

Anushka Khatnani	9637105351	Santhanalaxmi Kumaresan	7045582214
Gerard Fernandes	7045650190	Kirti Sawant	9167447177
Upasana Tiwari	9819971088	Akanksha Soman	8828482903

❖ **Description of the activity**

❖ **Methods used for conducting the campaign:**

According to the WHO, a person aged 10-19 years, is considered as an adolescent. During this period of adolescence, child undergoes physical and biological changes. For a girl, menarche is the milestone towards womanhood. Menstruation is a natural process. Every month woman's body prepares for pregnancy. If fertilization does not take place, the uterus sheds its lining. This process lasts for about 3-5 days. Menstruation or period is still a taboo in most parts in India. Girls and women are still unaware regarding menstrual hygiene practices. It's extremely difficult for girls in rural areas to maintain proper sanitation during periods mainly due to lack of knowledge and also unavailability of facilities. According to a report by Dasra, 23 million girls dropout of college annually. It is the fifth biggest killer of women behind heart disease, stroke, lower respiratory infections and chronic obstructive pulmonary disease.

The PHO committee of VES College of Pharmacy conducted two camps on the same day at two locations for propagating and bringing to light Menstrual hygiene. The concept was to conduct camps at one location being underdeveloped and uneducated population and the other being an urban region among educated population.

- 1) First camp was conducted in collaboration with Kshamta organization along with gynecologist Dr. Varsha Parekh, at an underdeveloped region in Thane district. A seminar was organized for the girls aged 18-20. Dr Varsha emphasized on the importance of personal health and hygiene. She stressed on the importance of proper usage and disposal of sanitary pads, awareness on other reusable products, different myths and misconceptions regarding menstruation, UTIs, genital infection, pH balance maintenance by various sanitation products, susceptibility to cervical cancer and various other infections caused due to poor sanitation. They were made aware about the normal flow of blood and other abnormal conditions, ways to reduce cramps etc. They were encouraged to make a note of their period cycle, body temperature and to do checkups to detect any prior indications of any infection or disease.
- 2) Second camp at Kurla Taximens colony was among working women and house wives, the volunteers promulgated the various diseases caused by poor menstrual hygiene such as cervical cancer, hepatitis B, UTI (Urinary tract infection), yeast infection, PCOS (Polycystic ovary syndrome), the ways to prevent them. Women were guided to take HPV vaccination by consulting their gynecologist. Importance of proper usage and disposal of sanitary napkins and regularly changing them was emphasized on. The new menstrual sanitation products such as tampons and menstrual cups were discussed with them by the volunteers who also explained the usage and disposal of the same.



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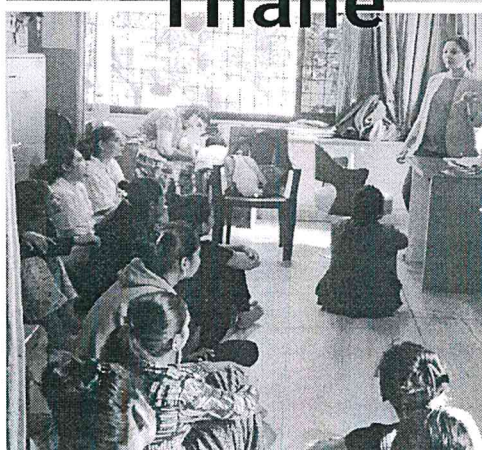
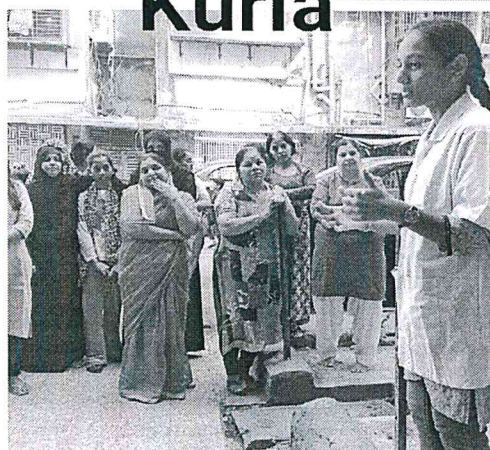
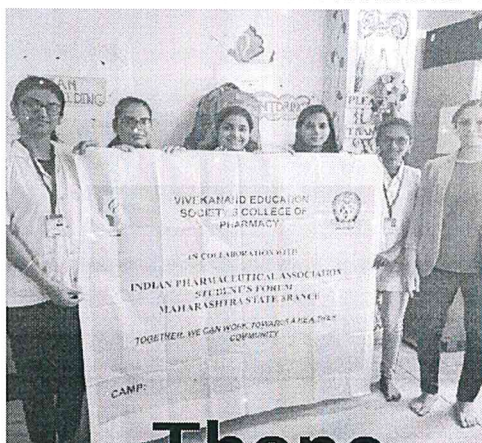
❖ **Advertisement of the activity:**

- 1)The Kshamata organization was notified regarding the campaign. The girls were informed before the campaign.
- 2)Door to door interaction was done to invite the audience for the camp.

❖ **Result of the Activity:**

- 1)The girls actively asked their questions. Their misconceptions on periods were cleared. Their doubts on usage and disposal of different sanitary products were cleared. All the instructions were given correctly and they ensured to follow it properly and they assured to maintain personal hygiene and get checkups done.
- 2)The volunteers were flooded with questions mainly regarding PCOS and the vaccination. Also many of them shared their problems or problems faced by women in their family during menstruation which were well addressed by the volunteers. Women also shared the video taken during the camp among their family, neighbors and friends.

Awareness was created in the underdeveloped region regarding the various diseases caused due to poor hygiene techniques which they were unaware about. Whereas people in urban area were aware of most of the products like menstrual cups, vwash , diseases and various aspects of menstrual hygiene but there was lack of communication or discussion regarding the topic which



COMMUNITY OUTREACH CAMPAIGN

PUBLIC HEALTH OFFICE

Indian Pharmaceutical Association- Student's Forum
Maharashtra State Branch

Activity Report – “Community outreach programme - Awareness about generic medicines Vs branded medicines” Campaign

❖ **Organizing Institute:**

- V.E.S. College of Pharmacy.

❖ **Co-Ordinator of Activity, his/her E-mail Address & Contact Number:**

- Mr. Pratik Barve
VES College of Pharmacy, Mumbai -400 074
- Phone no: 96196515815

❖ **Location(s) of the activity:**

Sr. No.	Location	Date	Timing	Activity
1.	RC Marg, Sindhi Society, Chembur East, Shiv sai Co housing society, Sindhi Society, Chembur East, Mumbai, Maharashtra 400071	October 24, 2019	5 p.m. to 6 p.m.	Awareness in the slum area regarding the difference between generic and branded medicines

❖ **Target Audience:** 50+


❖ **Number of students taking part in the activity:** 14

❖ **List of volunteers and their contact numbers:**

Name	Contact No	Name	Contact No
Barkha Makhija	9890255003	Umang Ashar	7045887161
Sneha Sutar	9967733851	Gerard Fernandes	7045650190
Arbaaz Khan	9769603649	Santhanalaxmi Kumaresan	7045582214
Salonee Tawde	7506568681	Upasana Tiwari	9819971088
Kirti Sawant	9167447177	Anupama Nair	8104584668
Nandhani Singh	9768569608	Akanksha Soman	88284 82903
Ankita Rai	9136249700	Shubhangi Yamgar	9137189885

❖ **Methods used for conducting the campaign:**




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Generic medicines are those which contain the same active ingredient (the ingredient which acts to cure the condition the medicine is used to treat) in the same quantity as a brand-name medicine. Generic medicines therefore have the same effect on the body in terms of curing disease as the brand-name medicines which they copy. There is a need to improve the status of generic medicines in India as the level of awareness about the same is low.

With regards to the community outreach programme, PHO committee of VES College of Pharmacy displayed a Drama for the residents in the slums of Shiv sai CHS, Sindhi Society at Chembur. The Drama was conducted by the PHO committee members and student volunteers of Vivekanand education society's college of pharmacy. This brought to light the importance of generic medicines in today's society and focused on misconception that overshadows its benefits. The plot of the skit revolved around a patient incognizant about the differences in price of the branded and generic medicines. He is later made aware of the generic medicines being sold at cheaper prices by his relative and pharmacist and is relieved from the exorbitant price of the medicine. Another scene emphasis on the discussion regarding the basic storage conditions and completion of the drug regimen.

The aim of the programme was to enhance knowledge about generic medicines and the similarities and differences between generic and brand-name medicines. There is also a need for education regarding the testing that is carried out to ensure that generic medicines are safe and have the same effect on the body as the brand they copy.

❖ Advertisement of the activity:

The volunteers personally approached the head of the society to notify them about the campaign and its importance. Door to door approach was made to gather audience for the Drama.

❖ Result of your activity:

The volunteers enthusiastically participated in the activity with great zeal. The people were very helpful and appreciative. Their cooperation and the willingness as the



audience of the activity made this campaign a successful one. A senior citizen among the audience was cleared of his misconception (generic medicines cause side effects as they are sold at lower prices) by the PHO committee members and student volunteers.

❖ **PHOTOGRAPHS:**

CLEANLINESS DRIVE CAMPAIGN

PUBLIC HEALTH OFFICE

Indian Pharmaceutical Association- Student's Forum
Maharashtra State Branch

Activity Report –Cleanliness Drive


- **Organising Institute:** VES College of Pharmacy.
- **Co-ordinator of Activity and her/his e-mail address and contact number:**
 1. Mr.Pratik Barve
VES College of Pharmacy,
Mumbai -400 074
Ph no: 9619515815
- **Location(s) of the activity:**

Sr.No	Activity	Timing	Date	Location
1.	Cleanliness Drive	9:00am - 2:00pm	October 25, 2019	Vision Rescue Community Center Mandala, Mankhurd, Mumbai- 400043

- **Number of target audience:** 100+
- **Number of students taking part in the activity:** 20
- **List of volunteers and their contact numbers:**

Name	Contact No.	Name	Contact No.
Kirti Sawant	9167447177	Dhawal Sonar	9870404006
Santhanalakshmi	7045582214	Anjali Waybase	8652094043
Ankita Rai	9136249700	Arbaaz Khan	9769603649
Shubhangi Yamgar	9137189885	Archit Kadu	9029467546
Upasana Tiwari	9819971088	Vivek Kedar	8652289159
Gerard Fernandes	7045650190	Aparna Andhe	9769549610
Anupama Nair	8104584668	Tanvi Kamble	7715988528
Prajakta Deole	7400208850	Kinjal Gawde	9987387372
Salonee Tawde	7506568681	Manmeet Singh	9833722045
Habil Hirkani	8850020130	Kishen Chaudhary	9769145315




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Chembur, Mumbai - 400 074.

❖ Description of the activity

- **Methods used for conducting the campaign:**

Cleanliness means that there is no dirt, no dust, no stains, no bad smells. The goals of cleanliness are health, beauty, absence of offensive odour and to avoid the spreading of dirt and contaminants to oneself and others. Sanitation and neatness play an important role in our day to day routine. It is important as it prevents dangerous diseases like Dengue, typhoid, hepatitis, and other diseases caused by mosquito bite, etc.

Diseases like Jaundice, Cholera, Ascariasis, Leptospirosis, Ringworm, Scabies, Trachoma, etc can be spread due to eating contaminated food, drinking contaminated water or living in an unhygienic condition. Trash also spread bad odour which is difficult to tolerate. There will also be an accumulation of trash and dirt if clean measures aren't taken. Inculcating these values into children from a tender age would go leaps and bounds in making not only them but also our country clean, sanitary and disease-free.

PHO of VES college of Pharmacy organised an awareness camp in association with the Vision Rescue Community Center Mandala, Mankhurd, which is in a rural area. During this campaign the importance of cleanliness and sanitation was emphasized. The volunteers actively participated in cleaning the areas surrounding the classrooms in which the students studied along with the interiors of the aforementioned classrooms as well.

The volunteers gave introduction using charts and made the session interactive by engaging the students in various. It was a very interactive session and left a long-lasting impact.

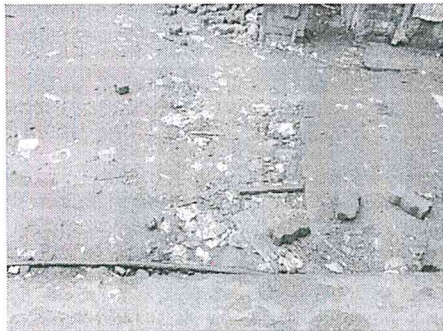
- **Advertisement of the activities:**

The manager of the Vision Rescue Community Center was notified regarding the campaign. The staff of the center were informed before the campaign.

- **Result of your activity:**

The awareness camp was very well received, the audience listened to the volunteers with apt attention and asked a lot of questions, they were eager to know about the advantages of a sanitary lifestyle. It also made them inquisitive about ways in which they could implement the message of this camp into their day-to-day life.

- Photos:



Before



After

