

# **Impact of Extension Activities in Sensitizing Students to Social Issues and Holistic Development**

## **Case Study 1**

### **Rural Health Awareness & Medical Camp Initiative**

**Organized by:**

**Shobhit University, Gangoh, Saharanpur**

In continuation of its community-oriented mission and commitment to public well-being, **Shobhit University, Gangoh** organized a transformative outreach program titled the “**Health Awareness & Medical Camp Initiative.**” This initiative was designed to bridge healthcare gaps in underserved rural areas, while simultaneously sensitizing students to public health challenges and promoting empathy-driven healthcare education. The program fostered preventive health practices, early diagnosis, and accessible treatment for the rural population, with active student and faculty involvement.

**Purpose and Relevance:**

1. **Addressing Rural Health Disparities:** Rural communities often lack access to timely and affordable healthcare. The initiative aimed to offer basic medical services and educate villagers on preventive health practices.
2. **Hands-On Learning for Health Science Students:** Students from Ayurveda, Pharmacy, and allied health disciplines participated in real-world health screenings and community engagement, enhancing their practical knowledge and communication skills.
3. **Promoting Public Health Literacy:** The program aimed to foster awareness on nutrition, sanitation, maternal health, seasonal diseases, and non-communicable diseases among villagers for long-term well-being.



**Objectives of the Campaign:**

- **Deliver Primary Medical Services:** To provide free medical check-ups, diagnostic services, and basic treatments to rural residents, especially children, women, and the elderly.
- **Enhance Community Health Literacy:** To educate villagers on hygiene, nutrition, chronic disease management, and first-aid practices.

- **Encourage Early Detection of Illness:** To screen for conditions such as hypertension, diabetes, anemia, skin diseases, and vision problems at an early stage.
- **Facilitate Student Participation in Health Service:** To offer an experiential learning platform where students can observe, assist, and learn under the guidance of medical professionals.
- **Support Government Health Missions:** To contribute to the goals of **Ayushman Bharat**, **National Health Mission**, and campaigns like **Poshan Abhiyaan** and **Tuberculosis Mukh Bharat**.



#### **Campaign Highlights and Activities:**

**1. Multi-Specialty Health Camps:** Health camps were held in collaboration with local PHCs and district hospitals, providing services in **general medicine, dermatology, ENT, ophthalmology, and Ayurveda**. A mobile clinic van and diagnostic unit were deployed for remote village coverage.

**Result:** Over **800 villagers** benefited from direct consultation and basic medication support.

**2. Health Awareness Sessions:** Experts and students conducted health talks on **personal hygiene, menstrual hygiene, nutrition for pregnant women, and child health care**. Special sessions were tailored for school students, adolescent girls, and elderly villagers.

**3. Screening and Diagnostic Services:** Free **blood pressure checks, blood sugar testing, haemoglobin estimation, BMI measurement, and eye testing** were carried out. Suspected cases were referred to the nearest health facility for further management.

**4. Ayurvedic Wellness and Lifestyle Counseling:** The Department of Ayurveda offered consultations on **diet, lifestyle diseases, herbal remedies, and panchakarma techniques**. Herbal decoctions and wellness kits were distributed.

**5. Health Kits and IEC Material Distribution:** Free health kits including **sanitary pads, ORS packets, soap, and masks** were distributed along with leaflets in Hindi explaining healthy habits and common disease prevention methods.

**6. Yoga and Mental Health Camp:** Yoga instructors conducted sessions on **stress management, breathing techniques (pranayama), and mental health awareness** to promote holistic wellness.

**7. Student-Led Health Surveys and Feedback Collection:** Students conducted household surveys to assess **nutrition levels, chronic illness prevalence, and awareness about health schemes**. Data was compiled for academic and planning purposes.



#### **Outcomes and Impact:**

- **Improved Health Access:** Many villagers received medical attention for the first time. Preventive care and early diagnosis led to **referrals for 150+ cases** requiring further care.
- **Student Skill Development:** Students learned about **rural health systems, patient interaction, basic diagnostics, and empathy in healthcare**. They gained valuable field exposure in community health delivery.
- **Empowered Local Communities:** Awareness about **free government health schemes (like Ayushman Bharat Card, Janani Suraksha Yojana)** increased significantly. Many women came forward to avail reproductive and child health services.
- **Health-Positive Behaviour Change:** Post-camp feedback indicated improvement in hygiene practices and willingness among villagers to seek medical help when needed.
- **Institutional Recognition:** The camp drew praise from **district health authorities and public health NGOs**, and was documented as a best practice in university extension work.



#### **Sustainable Impact Plans:**

- **Quarterly Health Camps in Partner Villages** under the NSS framework and outreach departments.
- **MoU with Local PHCs and NGOs** for continuous health monitoring and health awareness activities.
- **Integration of Public Health Modules** in regular student training and clinical postings.
- **Plan for Establishing a Rural Health Outreach Cell** at Shobhit University to facilitate ongoing initiatives in rural wellness.

The **Health Awareness & Medical Camp Initiative** by Shobhit University, Gangoh represents a comprehensive model of **student-cantered community health outreach**. It sensitized students to the challenges of rural healthcare while equipping them with critical life skills in medical service, empathy, and leadership. The initiative also positively impacted villagers by providing essential health services, promoting wellness awareness, and empowering individuals to make informed decisions about their health. As an impactful extension activity, it is highly replicable across academic institutions seeking to integrate **academics, service, and social transformation**.

