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SOCIAL OUTREACH PROGRAM IN COLLABORATION WITH SIEDS

Title	Social Outreach Program in Collaboration with SIEDS	
Date of Event(s)	24-10-2024	
Department/Association/ Cell/Committee	School of Commerce in Association with ACME	
Venue <i>(Mention the platform if it is online)</i>	ANEKAL	
Number of Participants	20	
Target Audience	Bcom	
Resource Person(s) with qualification (if applicable):	Mrs. Mamatha	

Introduction:

On 25th October 2024, a focused social outreach program was conducted in Anekal, in collaboration with SIEDS (Social Initiative for Empowerment and Development Services), to raise awareness about the problems and challenges faced by Pourakarmikas, the essential sanitation workers who ensure cleanliness in our communities. The event highlighted the hardships, safety concerns, and lack of recognition that Pourakarmikas experience in their daily work, and sought to create a platform for advocacy, support, and actionable solutions.

This program aimed to:

- Increase awareness about the vital role of Pourakarmikas in urban sanitation and public health.
- Address the social, economic, and safety issues faced by sanitation workers.
- Foster solidarity and encourage community participation in improving the working conditions and welfare of Pourakarmikas.



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2. Objectives of the Outreach Program

The main objectives of the program were:

- **To educate the local community** on the challenges faced by Pourakarmikas, including poor wages, lack of safety gear, social stigma, and inadequate healthcare benefits.
- **To advocate for the rights and dignity** of sanitation workers, ensuring their voices are heard and their concerns addressed.
- **To promote the importance of fair wages and safe working conditions** for Pourakarmikas, emphasizing their contribution to public health and environmental cleanliness.
- **To provide a platform for Pourakarmikas** to share their experiences and challenges, encouraging a more inclusive dialogue between workers, local authorities, and citizens.
- **To raise awareness about the need for legislative reforms** and improved welfare schemes for sanitation workers, including health and safety regulations.

3. Event Proceedings

The program began at 10:00 AM with a welcome speech by Mr. Raghavendra Kumar, Program Coordinator at SIEDS, who outlined the purpose of the event and the importance of recognizing the contributions of Pourakarmikas to the community. The event included several key sessions, workshops, and interactive discussions aimed at addressing the multifaceted challenges faced by sanitation workers.

3.1 Inaugural Address & Awareness Session

The day commenced with an inaugural address that underscored the crucial role of Pourakarmikas in maintaining public health and sanitation, especially in urban and semi-



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urban areas. SIEDS representatives and local government officials spoke about the difficulties that Pourakarmikas face, such as:

- **Health Risks:** Exposure to hazardous waste, harmful chemicals, and dangerous working conditions without adequate protection.
- **Low Wages & Lack of Benefits:** Many Pourakarmikas are paid below the minimum wage and lack benefits such as health insurance, pensions, and paid leave.
- **Social Stigma:** The work of sanitation workers is often stigmatized, leading to marginalization and discrimination within society.
- **Lack of Safety Equipment:** Many Pourakarmikas work without essential personal protective equipment (PPE), risking their health and safety.

3.2 Interactive Discussions and Testimonies

A key feature of the event was an open discussion where Pourakarmikas were invited to share their personal experiences and challenges. Several sanitation workers gave heartfelt testimonies about the risks they face daily, including:

- Exposure to unhygienic waste and sharp objects while cleaning streets, drains, and public spaces.
- Discrimination from the community, despite their essential role in keeping the town clean.
- The lack of proper equipment, which increases the likelihood of accidents or injuries during work.

These sessions provided a platform for the workers to voice their concerns and were met with supportive responses from community leaders, local authorities, and social activists.

3.3 Advocacy and Support Initiatives

To address the concerns raised, SIEDS and the outreach team launched an advocacy campaign aimed at pressuring local authorities to improve the working conditions and welfare of Pourakarmikas. The campaign included:



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- **Petition Signing:** Over 200 community members signed a petition urging the Anekal Municipal Corporation to implement better safety measures and provide health insurance to sanitation workers.
- **Awareness Distribution:** Informational pamphlets and brochures were distributed to the public, containing facts about the rights of sanitation workers, the importance of dignified work, and ways the community can support Pourakarmikas.
- **Health Check-Up Camp:** A health camp was organized for Pourakarmikas, offering free medical check-ups, screenings, and consultations. Many workers availed of these services, and several received referrals for further treatment.

3.4 Collaborative Action Plan

A final session was dedicated to brainstorming and creating an action plan that included:

- **Better Integration into Community Structures:** Proposals to include Pourakarmikas in community decision-making processes, ensuring they have a voice in local governance.
- **Stronger Legal Protections:** A call for stricter enforcement of laws related to sanitation workers' rights, particularly concerning health and safety standards.
- **Government Support:** A proposal to work with local authorities to secure health insurance, better wages, and more secure working conditions for Pourakarmikas.

4. Outcome and Impact

The event had several significant outcomes:

- **Increased Awareness:** There was a notable increase in awareness among the local community regarding the issues faced by Pourakarmikas. The discussions and advocacy efforts helped the community recognize the importance of sanitation workers' roles in maintaining public health and hygiene.
- **Community Engagement:** Many citizens pledged to stand in solidarity with Pourakarmikas, supporting efforts for better working conditions and rights for these essential workers.



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- **Empowerment of Pourakarmikas:** The event empowered Pourakarmikas to speak out about their problems and challenges. The open discussions gave them a voice, and they felt encouraged to pursue their rights more actively.
- **Government Response:** Local government representatives expressed their commitment to improving the welfare of sanitation workers and ensuring better safety and health measures moving forward. A few immediate steps, such as the provision of basic safety gear, were promised for implementation.

5. Challenges Encountered

While the event was largely successful, there were some challenges:

- **Limited Attendance from Authorities:** Although local officials attended, some key decision-makers were unable to participate, which slowed down the immediate implementation of proposed solutions.
- **Lack of Resources for Immediate Support:** Despite the discussions on the need for better equipment and facilities for Pourakarmikas, there was a lack of immediate resources to meet these needs on the ground.
- **Deep-Rooted Social Stigma:** Overcoming the deep-rooted social stigma associated with sanitation work remains a long-term challenge, and more focused efforts are required to change public attitudes.

6. Conclusion

The Social Outreach Program held on 25th October 2024 was a significant step forward in creating awareness about the challenges faced by Pourakarmikas in Anekal. By giving these workers a platform to share their struggles and advocating for their rights, the event not only highlighted their importance but also paved the way for long-term changes in their working conditions and social status.



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SIEDS, along with the community and local authorities, is committed to continuing the dialogue and implementing measures that improve the welfare of sanitation workers. The program marked the beginning of a sustained effort to ensure dignity, safety, and recognition for Pourakarmikas in Anekal and beyond.

Report Prepared by:
(Event Coordinator)
Kumar N

Digitally signed by BINU
EDATHUMPARAMBIL KURIACHEN
Date: 2024.12.23 09:07:15

Principal



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SCHOOL OF COMMERCE

Organized

Social Outreach Program

In Collaboration with SIEDS

CREATING AWARENESS ON POURAKARMIKAS

PROBLEMS AND CHALLENGES

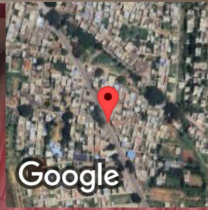


DATE: 25/10/2024

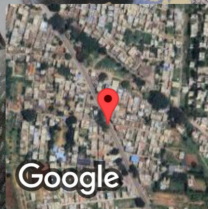
TIMMING: 10 AM

VENUE: ANEKAL MUNICIPAL CORPORATION, ANEKAL





Anekal, Karnataka, India
Ksrtc Colony, Bangalore Sh-87, Anekal - Hosur Rd,
Ksrtc Colony, Anekal, Karnataka 562106, India
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25/10/24 11:29 AM GMT +05:30



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1, Sh 87, Ksrtc Colony, Anekal, Karnataka 562106,
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BONAFIDE CERTIFICATE

This is to certify that 20 students from III Sem B.com E will be visiting for Social Extension Activity at Anekal Municipal Corporation on 25th Oct 2024 as a part of Educational Trip. The following are the list of students from School of Commerce, St Francis de Sales College, Bengaluru-560100.

S.NO	NAME	UUCMS REG. NO
1	Pavan Teja	U03MB23C0276
2	Janardan	U03MB23C0149
3	Gopal	U03MB23C0074
4	Sunith	U03MB23C0318
5	Niketha	U03MB23C0084
6	Maha Lakshmi	U03MB23C0118
7	Maha Kumaresan	U03MB23C0079
8	Praveen	U03MB23C0099
9	Yogesh	U03MB23C0225
10	Varsha Reddy	U03MB23C0201
11	Amrutha	U03MB23C0104
12	Gokul	U03MB23C0144
13	Joshva	U03MB23C0037
14	Neelu R H	U03MB23C0330
15	Ramman kumar	U03MB23C0245
16	Rohith	U03MB23C0360
17	Sunil	U03MB23C0351
18	Itiyaz	U03MB23C0263
19	Pavan Kumar .R.P	U03MB23C0164
20	Harish	U03MB23C0253

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8	Praveen	U03MB23C0099
9	Yogesh	U03MB23C0225
10	Varsha Reddy	U03MB23C0201
11	Amrutha	U03MB23C0104
12	Gokul	U03MB23C0144
13	Joshva	U03MB23C0037
14	Neelu R H	U03MB23C0330
15	Ramman kumar	U03MB23C0245
16	Rohith	U03MB23C0360
17	Sunil	U03MB23C0351
18	Itiyaz	U03MB23C0263
19	Pavan Kumar .R.P	U03MB23C0164
20	Harish	U03MB23C0253

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