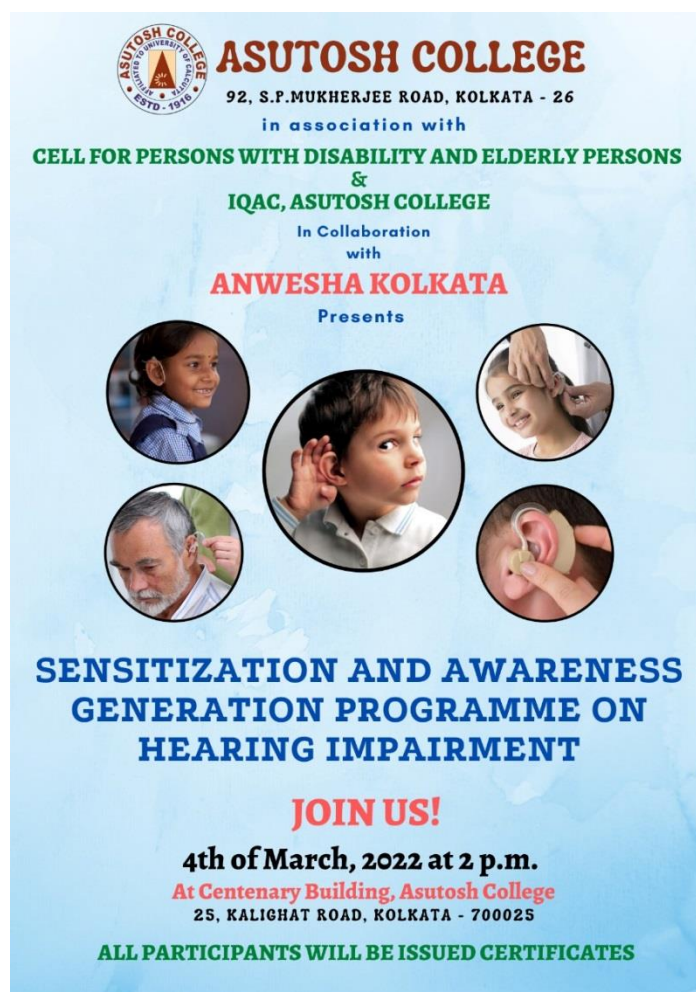


**REPORT ON THE SENSITIZATION AND AWARENESS GENERATION
PROGRAMME HELD ON 4 MARCH 2022**



The poster features the Asutosh College logo at the top left, which includes the text 'ASUTOSH COLLEGE', '1910-1916', and 'ESTD - 1916'. To the right of the logo, the text reads 'ASUTOSH COLLEGE' in large red letters, followed by '92, S.P.MUKHERJEE ROAD, KOLKATA - 26' in smaller black letters. Below this, it says 'in association with' in blue, then 'CELL FOR PERSONS WITH DISABILITY AND ELDERLY PERSONS' in green, and '& IQAC, ASUTOSH COLLEGE' in green. Further down, it says 'In Collaboration with' in blue, then 'ANWESHA KOLKATA' in red, and 'Presents' in blue. The central part of the poster contains five circular images: a young girl smiling, a young boy touching his ear, a young girl being examined, an elderly man being examined, and a close-up of an ear being examined. Below the images, the text reads 'SENSITIZATION AND AWARENESS GENERATION PROGRAMME ON HEARING IMPAIRMENT' in large blue letters. At the bottom, it says 'JOIN US!' in red, followed by '4th of March, 2022 at 2 p.m.' in black, 'At Centenary Building, Asutosh College' in red, and '25, KALIGHAT ROAD, KOLKATA - 700025' in black. At the very bottom, it says 'ALL PARTICIPANTS WILL BE ISSUED CERTIFICATES' in green.

On the occasion of World Hearing Day on 3 March, an awareness generation and sensitization programme was held at the auditorium of the Centenary Building of Asutosh College. The Cell for Persons with Disability and IQAC collaborated with ANWESHA KOLKATA, a pioneering organisation comprising parents and well-wishers of the hearing-impaired in organising the programme.

The two convenors of the Cell—Supatra Sen from the department of Botany and Subhasri Ghosh from the department of History—along with the other team members and faculties of the College worked tirelessly to make the programme a success. Although the Vice-Principal and the Bursar could not be present due to prior commitments, the one of the senior most faculty members of the College, Dr Sajal Bhattacharya of the department of Zoology graced the dais along with Dr Sriparna Dutta Ray, IQAC Coordinator and Head of the department of Zoology and Dr Rina Kar Dutta, Teachers' Council Secretary and Head of the department of Philosophy. On behalf of Anwasha Kolkata, Smt. Snigdha Sarkar and Smt. Anindita Chakraborty along with their team members were present. Noted E.N.T. specialist Dr N.V.K. Mohan was the guest of honour. The auditorium was packed with enthusiastic students and faculties who were eagerly waiting for the event to start. In fact the number of audiences far

exceeded that of the capacity of the hall. In fact, so great was student enthusiasm that not everyone could be accommodated inside the hall and many stood outside listening with rapt attention to the speeches. The keynote theme- 'To hear for life, listen with care!' resonated strongly with a youthful student audience—a vulnerable demographic which is exposed to unceasing and sometimes unacceptable levels of noise.

After the opening remarks by the Convenor of the Cell—Dr Supatra Sen, Dr Mustafizur Rahman of the department of Zoology took over in anchoring the entire programme. The dignitaries on the dais were welcomed by the students following which Dr Bhattacharya initiated the proceedings with his lucid elaboration of the burning issue of hearing impairment which is afflicting millions across the world. Dr Dutta Roy, too, in her brief deliberation, very succinctly pointed out the need for such awareness generation campaigns. Dr Kar Dutta emphasised how during the Covid-induced lockdowns because of the new normal, too much dependence on earphones and audio accessories are wreaking havoc with our hearing senses. Dr Mohan strongly made the point that much hearing loss is preventable. This was also the most important takeaway for our students. Members of the Anwasha team spoke about their personal experiences of handling children with hearing impairment at home and how Anwasha as an organisation started its journey. A short documentary was shown which catalogued the journey of the NGO. The curtains came down with the vote of thanks delivered by Dr Manorama Chatterjee of the department of Physics, the seniormost member of the team. The students were presented with folders on behalf of Anwasha with materials which would help them have a better sense of the issue. They will also be presented with certificates by Anwasha. The presence of 158 students is an indicator of how they could identify with the theme and has further enthused the College to hold future programmes on similar lines.



