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# COLLEGES

## toolkit

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# WHY CELEBRATE #daanutsav?

Over a thousand colleges, institutes and universities celebrate #DaanUtsav! Students, student clubs, NSS or faculty drive the initiative in most cases. Some youth groups and nonprofits run campaigns across campuses too. Students pick up invaluable leadership skills, while developing empathy and doing their bit for society.





# COLLEGES ideas

## **Khari Kamai- Earn & Give**

Students “earn” through everyday chores like washing cars and bikes, running errands, etc. and donate their earnings to a charity.

## **Be A Solve Ninja**

Each student solve a social problem- like potholes or garbage collected or lack of lighting or dividers on streets, etc.

## **Menstrual awareness drive**

College students conduct awareness drives on menstrual health and hygiene in nearby slum/village areas, in partnership with a local organisation.

## **Road Safety Campaign**

College students conduct road safety campaigns at traffic signals with activities including, but not limited to, appreciation badges for law-abiding/helmet-wearing motorists.

## **Street Plays**

College students perform street plays on socially-relevant topics to raise awareness.

## **Joyfest**

College students conduct a festival for residents of a nearby orphanage or old age home, including a cultural show, games, and food.



# COLLEGES ideas

## **Fistful of joy**

Schools, colleges, offices, apartments, clubs encourage students, employees & members to donate a fistful of grain/ sugar which is collected and given to an NGO of their choice.

## **Clean up drive**

Organise an event to clean up public spaces like beaches, lakes, bus stands, stations, parks, govt hospitals, etc.

## **Gandhi For Gram**

Identify a village nearby and get students/employees/members to visit and volunteer there for a day, to promote greater understanding of the challenges of rural life in modern times.

## **MKG 150 festival**

Organise a festival in your school, college, office, club, group, association or apartment to celebrate Gandhi's 150th birth anniversary. The festival can include debates, essay contests, Khadi shows, films and other activities that represent Gandhi's values. Audience/participants donate to take part and the proceeds go to Gandhian charities.

## **Thank'Em**

Thank class 4 staff of school, college, corp, club, apt, etc. - serve them, have fun WITH them, treat them as equals.

# COLLEGES ideas

## **Tree plantation**

Carry out tree plantation campaigns in nearby school/college campuses and grounds, parks, office campuses or in nearby plantation areas identified by environmental NGOs. Plantation can also be done in nearby rural areas.

## **Beautification Drive**

Organise an event to beautify public spaces like compound walls, bus stands, stations, parks and gardens, govt schools & hospitals, shelter homes, etc.

## **Plog Run**

Get participants to go on a run and collect all the plastic they encounter on the run, from the streets. The collected plastic is given to a recycler.

## **Collection Drive**

A drive to collect and donate new or old books, toys, bags, stationery, uniform, newspapers, shoes, clothes and other stuff and donate them to NGOs.

## **Run/Walk for a cause**

A walk/ run for a cause, where participants donate and fundraise to support the chosen cause.

## **Seva Mela- NGO stalls**

In a school, college, corporate, club or large apartment complex, NGOs put up stalls showcasing their cause and selling their products.



# COLLEGES ideas

## **Seva Mela- Fun for a Cause**

In a school, college, corporate, club or large apartment complex, NGOs put up stalls with food and games, and all proceeds go to charity.

## **Jail & Bail**

Leaders (CXOs, Principals, Directors, Trustees, Office bearers) are “jailed for doing good” and others have to “bail them out” by donating to a charity of their choice.

## **Charity Raffle / Housie**

A raffle, housie or “tambola” where members donate items as prizes (spare new phones, crockery, travel accessories, bags, watches, etc.), and everyone buys tickets with the proceeds going to charity.

## **Card Carrying Membership**

Poker, rummy, bridge or other card games where everyone “buys in” and nominates a charity, money goes to the winners’ nominated charities.

## **Visits to NGOs**

Visits to nearby shelter, old age home, orphanage, special needs org, etc.

## **Date Auction**

In colleges, offices, clubs, gyms, a lunch or safe dinner date with the popular members is auctioned and proceeds go to the charity of their choice.

## **Blood donation camps**

In association with nearby blood banks and hospitals or groups like Lions that conduct such camps.

## **Kuch Achha Karao-ke**

Sing for a cause on karaoke, the audience buys tickets to listen, proceeds go to charity.

## **Food drive**

Preparing, collecting and distributing food to those in need on the streets or at shelter and care homes, or even to auto drivers at a stand, etc.

## **Seva Sandwich**

Individuals in a group contribute various ingredients of a sandwich, get together and make sandwiches and distribute them to those in need.

## **Kindness Fridge**

Set up a "kindness fridge" in a public place like an apartment, school, college, hospital and create groups of people who will ensure the fridge is stocked.

## **DaanDe March**

Organise a march/walk involving your students/employees/members and also other organisations near your institution, raising awareness about causes and inviting the public to contribute in cash and kind.





# COLLEGES ideas

## **Record Audio Books**

Everyone records an audio book for the blind.

## **Change Festival**

In colleges, clubs, theatres, large corporates, large apartments, a TEDx/ Litfest type format featuring social enterprises, ticket donations to charity.

## **Bake Sale/ Art Sale**

People exhibit their talents in baking/ other arts and sell their products, proceeds go to charity.

## **Adopt an Institution**

Help a govt school, bus shelter, night shelter, newspaper stand, park get a complete makeover and take care of it through the year.

## **The Tiny Flea Garage Sale**

Flea market within school, college, corp, apartment, club etc. where members bring items and others buy them, all proceeds go to charity.

## **Cycle/ Bike/Car Rally for a cause**

A rally for a cause, where participants donate and fundraise to support the chosen cause.

## **Wish Tree**

Set up a "Wish Tree" and allow members to fulfill wishes sourced from a local nonprofit that you wish to support.



# COLLEGES ideas

## **7 Days 7 Givings**

Pick 7 different acts of giving, 1 for each day of the #DaanUtsav week and get students/residents/employees/members to contribute. The 7 acts could simply be 7 different items to be given (books on 1 day, clothes on another, etc.) or 7 types of activities (money, material, time, blood, skills, etc.).

## **Street Store**

Organise a collection drive for items in good condition, clean, mend and pack the donated items nicely and set up a "store" on a street nearby. Offer "coupons" to potential beneficiaries which they can use to "buy" the items that THEY choose from the street store, instead of being handed over something that someone else chose for them.

## **#DaanUtsav Booths**

Pop-up #DaanUtsav booths in public spaces provide opportunities to donate for a particular NGO/cause.



# COLLEGES faqs

## **Why should colleges celebrate #DaanUtsav?**

There is a lot of pressure on students these days focusing on studies, exams, career, etc and the opportunity for young students to get together and do something meaningful and in that process to pick up a lot of skills is increasingly becoming rare.

Colleges are the place where students are actually shaping their own personalities more than anything else. It's a place where students will learn important skills like interacting with other people, managing them, getting along with them, planning, coordination and; these life skills are extremely useful for them irrespective of what career they will go on to make for themselves.

By allowing students to celebrate #DaanUtsav or helping them and pushing them to create events one is actually helping them build these invaluable life skills. The other is, as an educational institution, one of the core things each of us as to impart to students is a good set of values. We need to make them better citizens.

These students are going to grow up to become the future business leaders, college leaders, principals, political leaders of our country and its a good time to inculcate the right values in them now.

# COLLEGES faqs

## **What kind of events work for colleges?**

For colleges, the best way to figure out what events work is to leave it to the students. Students are extremely resourceful. The best thing is to give them space, give them permission and tell them why don't you guys go and figure out what you want to do. There is a menu of events / colleges starting from collection drives and fashion shows for a cause, seva mela, etc. long list available at the website but the best way to do this is to let the students figure out themselves.

## **What can one do if there are exams or vacations during DaanUtsav?**

During exams, you could organise simple initiatives like a collection drive where students bring items with them (clothes, books, stationery, etc.) when they come to the college for exams. A lot of the preparation and promotion work for the drive can be done well in advance, so that there is no exam pressure. Other ideas include having students take quirky exam selfies (with fun messages about exams) by donating, say, Rs50/- for a cause.

Vacations are an opportunity for colleges with local students to organize simple initiatives in the community like clean up drives, etc. If promoted before the vacations and registrations are completed, WhatsApp groups can take over the coordination even during holidays!



# COLLEGES faqs

For colleges with students coming from all over the country, vacations are a great way to get students to go back to their communities and organize giving events in their respective communities—something that TalentQuest of India has done exceedingly well over the years, engaging 25,000+ students each year.

## **Who can one approach for permissions to do this in colleges?**

The head of the institution is always a good person to speak to and get permission in place before you organize an event in a college. The best way to do this is to go through either one of the student councils or student body. There are many clubs and associations and societies in most of the colleges, as well as faculty members who are in charge of the extra curricular activities in the college, so any of these people can be reached out and once they are on board they can usually help you to reach the institution and get the permissions in place.

## **How does one get all students to participate in their #DaanUtsav event?**

The best way to get all students in a college to participate is to see if there is a way that the college can actually make it a really really supported activity. So, you know if you have the principal taking about it, if there's an announcement made in the college saying that the entire college is looking forward to, if all the faculty members are requested to take 2mins at the beginning of the class just to make an announcement.

# COLLEGES faqs

In addition to that, having a student group or a student team that's driving the initiative and encouraging them to use social media, do a lot of quirky stuff, fun stuff will also help spread the word out to those students who normally attend classes. In addition to that, the college which shows the willingness to let the students to something entirely on their own shall get the most participation just by showing the students that they have the freedom in this place to take up responsibility.

## **What are some of the objections/questions raised?**

Two of the most objections are there are exams or there are vacations during the #DaanUtsav. And there is a separate answer for these two questions. The other objections are that we already have NSS cell so we would not mind getting our NSS students to do this or social welfare cell and so why don't we just get the students from there who would participate.

Many colleges will say that we already have NSS or social service or club and we would like to have the students with our own club to participate. So, that's one of the objections you hear. Another objections you might hear is this is coming close to examinations and if students get involved in this then they won't get time to study and prepare. These are usually the main objections that come.



# COLLEGES faqs

## **How can these objections and concerns be addressed?**

The first one about there is already NSS cell; we would reach out to the principal and say, yes we would love to get in touch with the NSS club or social welfare clubs, and definitely have them participate but then how the goal is that every student in the college needs to pass on to the same value system and therefore its not having the NSS students going out to be the empathetic citizens but we need every college to do that and therefore while a lead can be taken by students from NSS, the goal of every school, every college should be that every student who is graduating out of that institution is grown to become a good citizen.

Another about coming close to examinations is one of the simple idea when for eg. if students have exams immediately after Daan Utsav is to tell them that or to encourage colleges to get the college the prep mode done much earlier. So if the students can actually finish their planning in August itself and then actually just have to do the promotions just before Daan Utsav starts, then that also works very well. Without affecting the study schedules of the students.



# COLLEGES faqs

## **What are the resources and support available for event owners?**

The #DaanUtsav website has a whole bunch of resources that are available for event owners. These include a lot of ideas about how can celebrate #DaanUtsav in college. It includes video and picture of how other people have celebrated it in colleges across the country, how youth have been involved. And, it includes a whole toolkit which includes answers to various questions or doubts that people might have. In addition to that there is a whole bunch of volunteers around the whole county who are available to answer any doubts or questions that anybody who is planning to do an event might have.

## **How important is social media for college events?**

Absolutely critical to have social media for college students. These days young students live more in the social media world than in the real world. They spend more time on Facebook, Instagram, etc therefore, it's absolutely critical that these channels are exploited to their fullest extent possible. It also allows the students to create a space where they are able to interact without the pressure of others supervision as much and therefore that gives them much greater sense of freedom to be able to use this medium to share their thoughts and ideas.





# COLLEGES contact

To know more, write to [daanutsav@gmail.com](mailto:daanutsav@gmail.com), or visit [www.daanutsav.org](http://www.daanutsav.org)

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