

Best Practises 2022-23

Title of the Best Practice: Integrated Rural Development and Sustainable Livelihood Initiative at Vidyasagar University

Objectives:

1. Economic Empowerment: Create sustainable livelihoods for local communities through diversified agricultural and retail activities.
2. Promotion of Local Products: Sell locally produced goods like jam, jelly, and vermicompost at the university's sales counter, Grantha Guchho.
3. Cultural and Academic Promotion: Showcase and sell university mementos, apparel, and faculty-authored books and journals.
4. Community Engagement: Involve local villagers in productive employment, fostering ownership and collaboration.

Context:

Vidyasagar University, located in a semi-urban area of West Bengal, spans 138 acres with substantial land suitable for agriculture. The university initiated a project integrating agriculture, marketing of local products, and community engagement to leverage its resources for economic and social development.

Practice:

1. Agricultural Activities: Cultivation of jackfruit and production of various products on non-constructed land.
2. Sales and Marketing: Products sold through Grantha Guchho.
3. Community Involvement: Local individuals participate in production and sales.
4. Sustainable Practices: Focus on organic farming and eco-friendly packaging.
5. Cultural Promotion: Faculty publications and academic achievements are showcased.

This initiative exemplifies Vidyasagar University's commitment to economic empowerment, cultural promotion, and community development, enhancing local economies and promoting positive change as part of its social responsibility.