

Title: Promoting literacy in Kandi area through door-to-door campaign.

Objectives: 1. To promote the literacy rate in Kandi area.

2. To aware the students about various courses available with their benefits.

3. To understand the issues and problems of the people and students of the area and guiding them for economically viable courses.

4. To guide students to opt for potential courses with high employability.

5. To guide economically weak students about various scholarships available in the college.

Context: Khalsa College, Garhdiwala gets its input of students from the backward Kandi area of Hoshiarpur. This area is financially backward and due to this economic issue, most of the students after completing their schooling don't go for further studies in colleges. People prefer to adjust their children in petty jobs and make them their earning hands. Moreover, people of the area don't want to send especially their girls to the college for higher studies as getting them taught is not in their priority list. So in order to encourage those students for pursuing higher education and to make them self-reliant and independent for future, Khalsa College takes it as its duty to guide the students and their parents and motivate them for admission in various under-graduate and post-graduation courses. This practice where helps in increasing the literacy rate of the area also helps poor and needy students to continue their studies and become self-reliant.

Practice: Every year in December, a team of teachers visit the nearby schools to get the data of students where the information regarding their names, father's name, village's name, contact number is collected. This data is sorted down and compiled by the college's computer department village wise and school wise. After the end of the session in May, again a team of teachers is framed and this team chooses two to three villages for each day to visit to guide the students of that particular area. This practice helps in understanding the financial conditions of the students, their reasons for not going for higher studies and providing solutions to their problems

Evidence of Success: For the academic year 2021-22, teaching staff of college visited various villages and convinced them through door-to-door campaigning. As a result students from various

surrounding villages like Pandori Atwal, Argowal, Dhoot kalan, Pandori sumla, Jamsher-chathial, etc. took admission in the college in various UG and PG courses. The detail is as follows:

Type of Course	Total no. of Admission	No. of students convinced through this practice	Percentage of convinced students out of total new admission
Under-graduate	280	37	13.21%
Post-Graduate	52	7	13.46%

Problems Encountered and Resources Required: Although a dedicated team is employed for the purpose but some issues are always being faced by the college like:

1. Sometimes students don't provide the correct data during visit of the college staff to nearby schools. So it becomes difficult to track the students in their villages.
2. Even when it is tried to contact them telephonically, various other issues like poor network, phones switched off, no incoming call facility or wrong numbers issue arise
3. It is also not easy to locate the house from the lists as the houses are not numbered. Moreover, the houses in the villages are remotely located due to which issue of lack of time with the team to track each and every student in the list arises.
4. People of the villages want their children to become earning hands, so they don't prefer to send their children for higher studies.
5. People don't want to send their girls to the college as their houses are located in remote areas of hilly villages.
6. Education of the girls is not the priority of the people of the area.