



**ISLAMIA COLLEGE OF SCIENCE AND COMMERCE,  
SRINAGAR, KASHMIR- 190 002  
UGC AUTONOMOUS (NAAC ACCREDITED GRADE-A)**

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**ISLAMIA COLLEGE JOINS THE GOVERNMENT'S ' MY TOWN MY PRIDE' CAMPAIGN BY  
HOLDING A NUMBER OF ACTIVITIES.**

The Govt. has launched a large number of schemes like the Ladli Beti, PM Awas Yojana, Mahatma Gandhi National



Rural Employment Guarantee Act MNREGA, etc and E-services like Domicile Certificates, Birth and Death certificate etc. for the benefit of public and delivering these public services at their door steps.

The fact is that a good majority of people of our UT have remained unaware about them and are not able to take desired benefits that the Govt intended while launching these schemes and E-Services. To sensitize the general public of J & K about these schemes and E-Services, the Govt has now kick started the 'My Town, My Pride'. Campaign.

Islamia college besides discharging its primary duty of providing quality education to its students in particular, however, is not oblivious to its responsibility towards the public welfare in general. It is in this context that the college today joined the 'My Town, My Pride' campaign of the Govt. to aware the public about these schemes and E-services of the Govt and how they can be availed at our doorsteps.

Joining the campaign, the college today conducted three activities that include an awareness march through city center and Camp of college students at Partap Park , a Cricket Match and a Drug Abuse Programme.

In the first event, the college NSS units were divided in nine teams and each team consisted of five students with a group leader who would talk about one Government Scheme. These students took a March from the Polo view to the Residency Road carrying placards having slogans about the schemes and E-Services of the Govt. Later the students held a Camp at the Partap Park and educated the public about the schemes and E-Services that the Govt has launched for the benefit of the public and how these schemes and services can ease our lives. The public there appreciated the students for this awareness Camp and commended the college for joining the 'My Town, My Pride' for this public Outreach.

In second event, a cricket match was organised by the College Physical Education and Sports Department between the students of Institute of Technology, University of Kashmir and GDC Bandipora. Under Yousuf Memorial Tournament. The cricket match was a thrilling one which kept the audience on edge of their seats till the last ball of the match.

In 3<sup>rd</sup> event of the day, an awareness program about Drug menace was held wherein speakers threw light about the curse

of drug abuse, its causes, spread and prevention. A large number of students attended the programme.

The college will continue to be part of the 'My Town, My Pride' campaign and shoulder its obligations towards the society along with the Government for the Public Good.

Sd/-  
Media Secretary