



# Social Responsibility Programme

# Social Outreach Program at Era's Rural Health Training Centre (RHTC) by Department of English

A Social Outreach Program was organized by the Department of English, Era University, on April 20, 2024 at the Rural Health Training Centre (RHTC), Noor Colony, as part of the Department's on-going research project, titled "**Sustainable Development Goal 6: Health, Hygiene and Sanitation—How Far Can it Be Promoted Through Cinema?**". The visit aimed to promote research on health, hygiene, and sanitation as part of a Corporate Social Responsibility (CSR). Head, Department of English, Dr. Rupali Mirza familiarized participants with the entire survey process, from designing a structured questionnaire to administering it in the surveyed area. The faculty members – Dr. Aqeel Abbas, Dr. Saleha Jafri and Ms. Vishakha Mehrotra and English Department's Research Scholars were trained in the nuances of data collection, including techniques for engaging with rural participants, ensuring clarity and accuracy in responses, and maintaining ethical standards in research.

The survey revealed that while the community had basic knowledge of hygiene, awareness of SDG 6 was limited. Many residents faced challenges with access to clean water and sanitation facilities. Participants acknowledged the potential of cinema to influence health behaviour but stressed the need for films that are culturally relevant and region-specific. The visit not only contributed valuable data to the on-going research but also emphasized the importance of tailored outreach programs to address rural health issues effectively.



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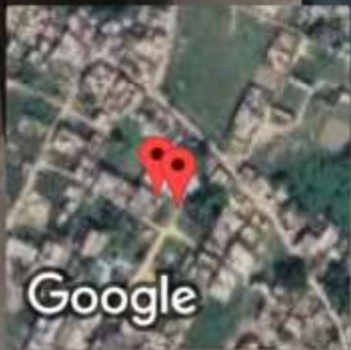
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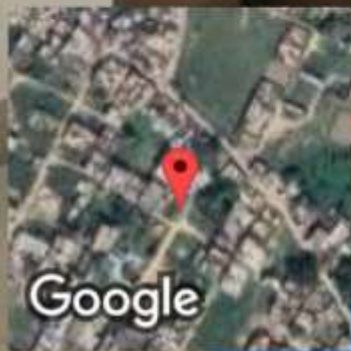
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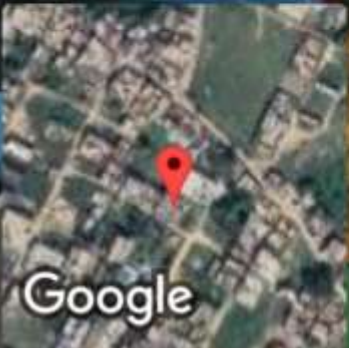
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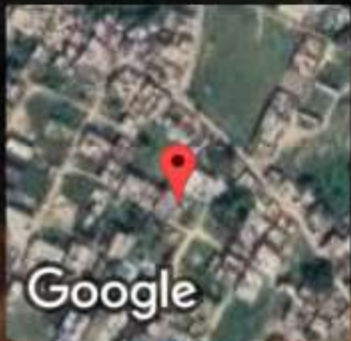
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