



Vidyasagar University

Midnapore, West Bengal

721102



7.3. Institutional Distinctiveness

Institutional Distinctiveness:

1. **Betar Vidyasagar:** Universities own a Community Radio Station “Betar Vidyasagar”: Betar Vidyasagar FM 90.8 MHz is the community Radio station of Vidyasagar University dedicated



to the service of the local communities in the region since 2021. It broadcasts every day. Betar Vidyasagar’ 90.8 FM is ‘Vidyasagar University’s own community radio station approved by the ‘Ministry of Information and Broadcasting’, Government of India, which is the second community radio station in higher educational

platform in West Bengal. This radio station broadcasts various entertainment and educational programs for the students of the university and the surrounding community. In which the people of the university community can also participate. In short, ‘Betar Vidyasagar’ is determined to broadcast programs by them and for them.

The journey of ‘Betar Vidyasagar’ started on 26th September 2020. This radio station is dedicated to the overall welfare of the backward people living in rural and jungle areas within a radius of 15 km. For 5 years, ‘Betar Vidyasagar’ has been making people aware of various issues like health, culture, agriculture, sports etc. This broadcast is currently not limited to just a 15 km radius. Due to various social media platforms like ‘Facebook’, ‘YouTube’, this broadcast has reached the doorstep of the whole world today.



We are proud, that many talented people have entered the ‘Betar Vidyasagar’. Among them are – Eminent Musician Shri Ajay Chakraborty, Famous singer and composer Shri Pratul Mukhopadhyay, Famous singer Shri Rupankar Bagchi, Eminent Literary Shri Sameek Bandopadhyay and Veteran Historian Dr. Annapurna Chattopadhyay and many more. Like the previous years, Puja Parikrama was successfully completed in Medinipore city and adjoining rural areas with the help of ‘Betar Vidyasagar’.

Broadcast schedule: Note that the programs of ‘Betar Vidyasagar’ are mainly broadcast in regional languages (Bengali, Saontali) but programs in Hindi, Sanskrit and English are also broadcast. Activities include ‘Subhasitaboli’, Drama, ‘Swastha Katha’(health-related program),

Saontali song, 'Amader Nandinira' (program for famous women), 'Ajker Dinti', Krishi Pathshala' (Agricultural Program), Sports News, University News, Weather News, 'Visva-Berta' (World News), 'Cinemar Dunyiyay' (Cinema related Program), 'Manishider Katha' (programme related to renowned persons or manishis), Srutinataka programs, story reading sessions etc, have to be mentioned. There are also musical programs that are regularly being broadcasted in 'Betar Vidyasagar'. The show airs six days a week except Mondays from 11 am to 4 pm accordingly.

Youtube Channel of Betar Vidyasagar

<https://youtube.com/playlist?list=PLSyxaNXtKQ3uQy6ApJct9vEfEUW1p8O5I&si=0lrUcsZBDBrZQCPM>

2. **Meteorological Park:** Established for meteorological data and hands-on training for students of Geography, Remote Sensing, Mathematics etc. Students collected data from various instruments installed in the park.

Automatic Weather Station (AWS): An AWS is installed that automatically transmits or records observations obtained from measuring instruments. A data logger and our university data hub is already linked to the station for the weather data which is automatically logged. Comprehensive statistics can be automatically calculated and analyzed from the available data. Impressive visual graphics can be displayed. Detailed data is available like the complete pattern of wind speed & direction throughout the day which can be logged. In an AWS, the measurements of meteorological elements are converted into electrical signals through sensors. Parameters are available on the University website and archive. The month-wise meteorological data are available on the university website free of cost

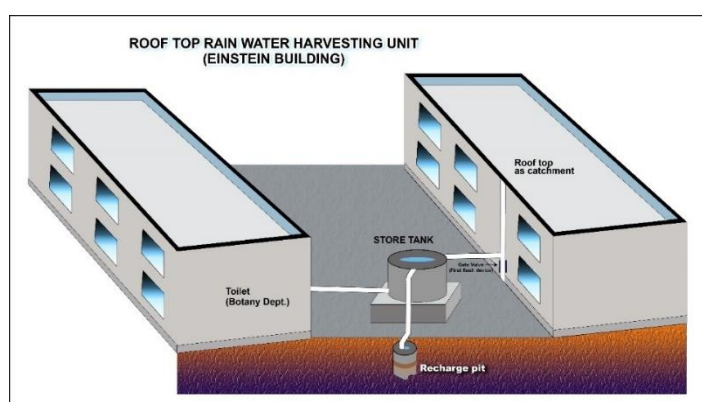
<http://ccnet.vidyasagar.ac.in:8444/WeatherReport/Archive/>

- Temperature
- Relative Humidity
- Rainfall
- Wind speed



3. **Model Rainwater Harvesting Unit:**

Water scarcity will be the major constraint in the coming days in the context of global climate change (IPCC 2013, 2022). Uninterrupted water availability in the prolonged dry season (February -May) grows into a challenge to the locality surrounding the University. University



took the leading role in imparting education to the students of the local schools and colleges on the necessity and techniques of roof-top rainwater harvesting. Several awareness programmes are organised by National Service Schemes (NSS) to sensitise students on the necessity of water harvesting at the

household scale. West Bengal Government selected Vidyasagar University as the District Nodal Centre for community perception of roof-top rainwater harvesting and constructed a model for the same. University constructed four such units of groundwater recharge from roof-top rainwater with proper signage for raising awareness among the students and visitors.

Roof-top rainwater harvesting model constructed by Govt. of West Bengal in the University as District Nodal Centre.

Groundwater recharge unit constructed by the University as a green initiative and for sensitising study.

4. Student's food festival:

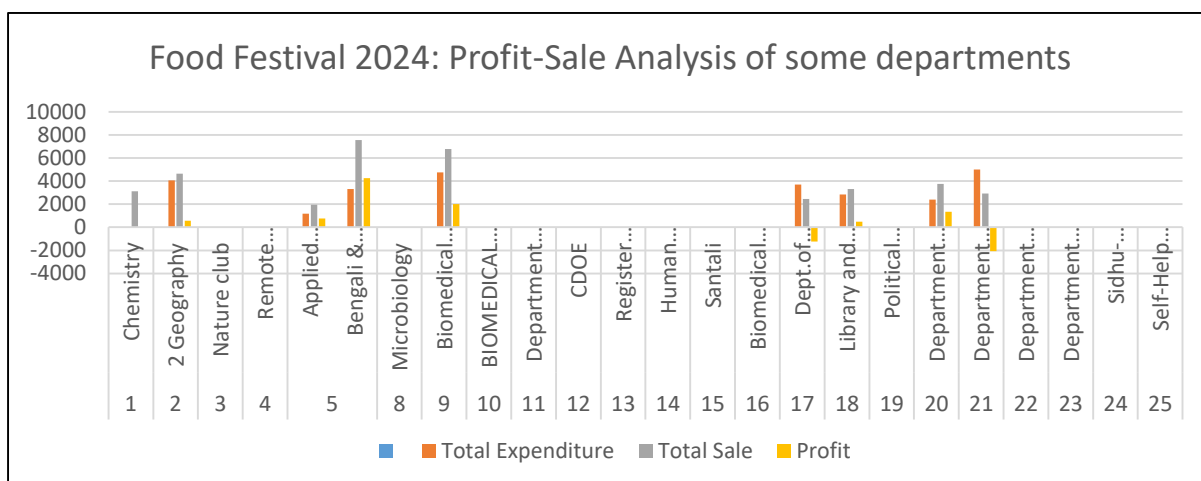
List of Departments/Centres for Participating in the Food Festival 2024

January 11, 2024

Open Air Theatre

Vidyasagar University

Name of Department/Centre participate
1 Chemistry
2 Geography
3 NATURE CLUB, VIDYASAGAR UNIVERSITY
4 Remote Sensing and GIS, Centre for Environmental Studies
5 Applied Mathematics
6 Computer Science
7 Dr. Shipra Bhattacharjee, Dr. Dibyendu Chattejee Bengali & Physics, CDOE
8 Microbiology
9 Biomedical Laboratory Science & Management
10 BIOMEDICAL LABORATORY SCIENCE AND CLINICAL NUTRITION AND DIETETICS
11 Department Of Botany And Forestry
12 CDOE
13 Register section
14 Human Physiology
15 Santali
16 Biomedical Lab. Sc & Management
17 Dept. of Sanskrit
18 Library and Information Science
19 Political Science
20 Department of Zoology, V.U.
21 Department of Computer Science
22 Department of History
23 Department of Hindi
24 Sidhu-Kanhu-Birsha Chhatrabas (Boys Hostel)
25-34 Self-Help Group, Midnapore



Reports from some of the participating departments:

“Khadyo Shrinkhol”: Geography Department Food Stall

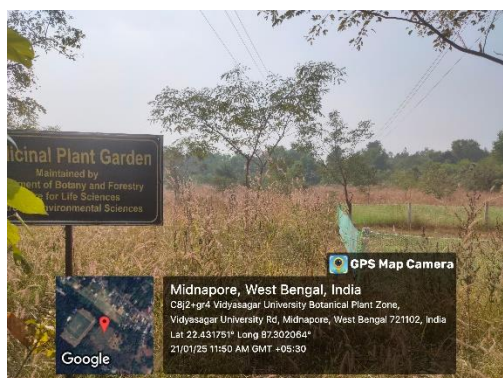
In today's food festival, which was organized by the Incubation Centre of Vidyasagar University, the Department of Geography also had a stall. Our stall was named “Khado Shrinkhol” (Food Chain). The theme of our stall was Traditional Bengali Food. We had two stalls, one serving sweets and the other savoury. In the sweet section, we had Malpoa, Til (Sesame) Naru, Narkel (Coconut) Naru, chocolate and vanilla cake various types of pithe and Gurer (Jaggery) Payesh.

Department of Bengali & Physics, CDOE



We experienced a wonderful Food Festival at Vidyasagar University. We are thankful to the Honourable Vice-Chancellor, Vidyasagar University; Director of Incubation Centre, Internal Quality Assurance Cell and Organizing Committee, Vidyasagar University for organizing such a successful and entertaining Food Festival for the first time. It was certainly different and a unique event among all the events and festivals organized by the University. All the stakeholders and people living in and around the University were very excited about this event as it was well promoted by the University through various mediums. 36 departments/participants participated in the event and they all gave their best to prepare tasty and delicious foods to make the food festival a grand success. Everyone enjoyed it very much as thousands of students and people attended the festival.

5. Orchard (Prakriti) and flower garden (Parijat):



6. Apiculture, Palm Jaggery, making of Jam/ Jelly/ Juice:

Beekeeping is the nurturing of honeybees in artificial bee hives for greater and continuous production of honey. Besides, it has a great impact on pollination of agricultural plants. Department of Botany & Forestry, Vidyasagar University would

like to act as a training and research centre with respect to beekeeping in near future to serve the nearby society of Junglemahal (forest areas) for the development of livelihood through sustainable income generation as well as to help in maintaining biodiversity.

Vidyasagar University already conducted sixth month certificate course on Beekeeping & Management (under NSQF scheme of UGC) under the umbrella of Community College Centre from 2019-2021. Besides, Department of Botany & Forestry conducted skill based certificate course on Apiculture and Stingless bee keeping.

At present, hives of indigenous honey bee species (*Apis cerana*) and stingless bee species (*Tetragonula iridipennis*) are maintained at the university campus.

In addition, a WBDSTBT sponsored project also conducted at Vidyasagar University campus on “Yield Enhancement of Cashew Nut (*Anacardium occidentale* L.) through Anthropophily, Beekeeping and Accessory Plantation” where use of honey bee hives was a prime component to enhance the yield enhancement of cashewnuts.



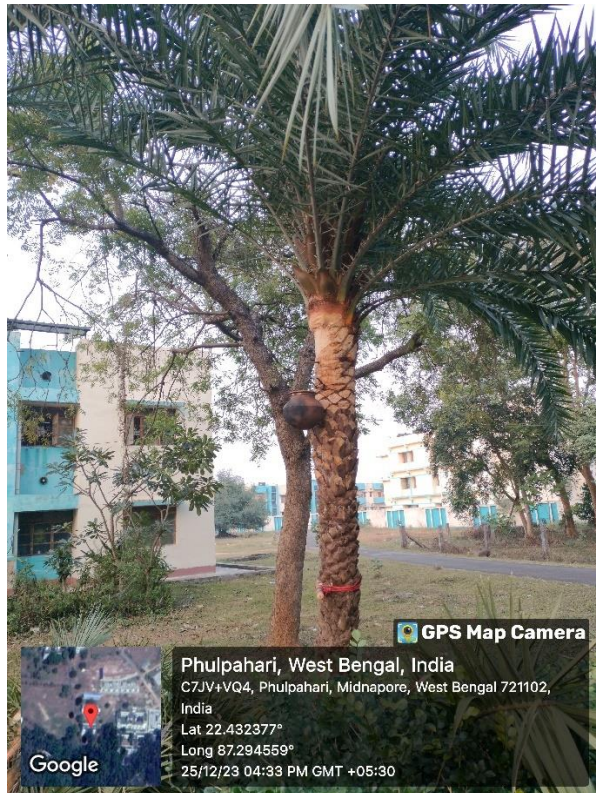
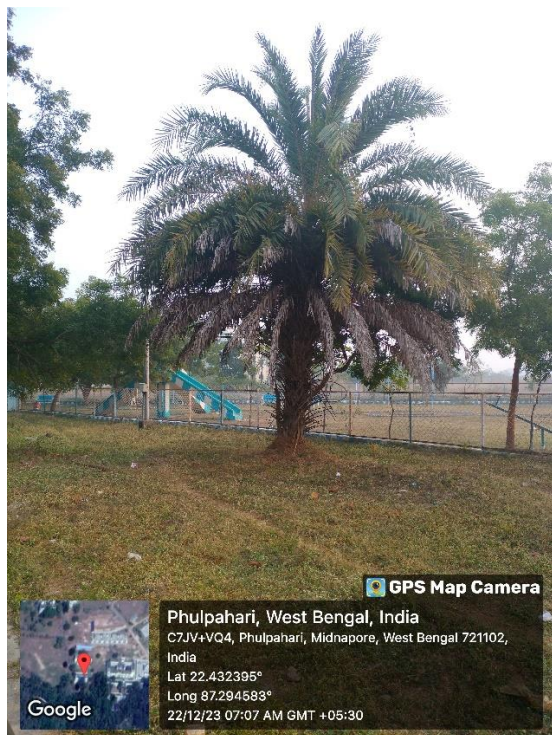


A. Flower of Cashewnut; B Mature cashew nut with thalamus; C. Accessory horticultural plants; D. Honey bee hives at the university campus; E. Honey bees at the entrance of the bee hives

Photographs of natural and managed bee hives; Collection of honey from honey pots, Cutting of brood cells for a new colony; *Tetragonula* visiting several flowering plants



Date palm juice and jiggery: Attempts were made to exploit resources from numbers of mature date palms in the campus which remained unexploited so far. Date palm juice and jaggery produced out of it add the delicacy to the Bengali diet in the winter. Nature club took the initiative for maintenance of the unattended date palm trees and trap the date palm juice as valuable indigenous natural resource. Nature club explores the opportunities for best utilisation of this natural resource through value added products like jaggery, sweets and cakes in an aim to impart entrepreneurship skill among the students through proper utilisation of natural and indigenous resource. This also provides best quality food that is highly recommended for good health.



Natural resource extraction from the untapped date palms in the University campus



Value addition through food products from date palm juice

7. **Air Quality Measuring Machine:** An Air Quality Measuring Machine is installed at 1st Gate of Vidyasagar University in collaboration with West Bengal Pollution Control Board
8. **Seed money for conducting research under the incubation center:** The scheme has been formulated to provide financial support to faculty members of the University School of Studies to facilitate their research activities to augment the research output of the University. The incubation Center provides a financial grant of Rs. 20000.00 to kick start their venture into research and develop the competencies to develop research proposals to secure grants from various research funding institutions and industries.
- The objective of the scheme is to promote research culture by encouraging faculty members to realize their research potential while enabling research and developing capacities to do independent research on real-life projects. It also encouraged them to write research proposals and apply for research grants from outside agencies like DBT, DST, ICSSR etc.