

## SOCIAL IMPACT EVENT REPORT

Social Impact is NMIMS University's Student Council Committee. We have worked all year round, organising various events. The main events we held were the Serve Out Smiles, Self Love Week, Unwind and the Blood Dial Campaign. Each of these events was organised with utmost perfection by our Social Impact team.



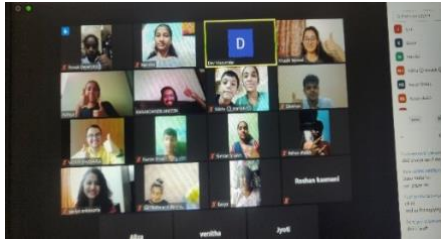
**Unwind** was the first event organised by the Social Impact Committee in **September**. We had four fun-filled events which were enjoyed by the participants virtually. The **600 participants** enjoyed the wide range of events which were **hosted over Discord**. Social media campaigns including quintessential references of various TV shows were used on Instagram which led to active engagement between the committee and the audience. We amassed over **12,000 views** across the various reels we uploaded.



**Serve Out Smiles** was Social Impact's **flagship event**, where we had over **300 students** registering for this. SOS was a **three-month-long event**, which started in **October and went on till December**. We tied up with various NGOs to successfully conduct this event. Due to the overwhelming participation, we managed to live up to the name- Serve Out Smiles, by touching many lives.



Serve Out Smiles in collaboration with **Vivekananda Youth Foundation** and **Fulora Foundation** interacted and taught the underprivileged students social skills and communication. We even inculcated moral and human values through specially designed content on **online Zoom** sessions. We had **60 participants** who helped us make this a great success.



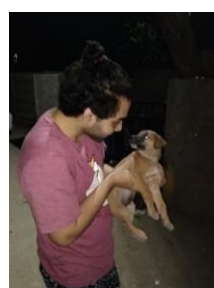
Serve Out Smiles even conducted a **food drive** in collaboration with **Shrimad Rajchandra Love and Care Foundation** with the help of **40 volunteers**. We successfully managed to have 4 large-scale volunteer-run Food drives providing fresh food to COVID frontline workers, doctors, orphanages and old age homes.



Serve Out Smiles in collaboration with **Shrimad Rajchandra Love and Care Foundation** managed a **fundraiser** with the contribution of **30 students**. It was a crowd-sourced fundraiser for **Rural Women in Gujarat**. We raised **over INR 85,000** to upgrade factory facilities for rural women. The crowdfunding was done through the **international NGO "United Way"** which is in collaboration with TATA Mumbai Marathon.



Serve Out Smiles in collaboration with **Paws Hunger** fed the stray animals where each volunteer provided daily meals to stray pets in their locality for **20 days**. This event got great participation of **140 volunteers**.

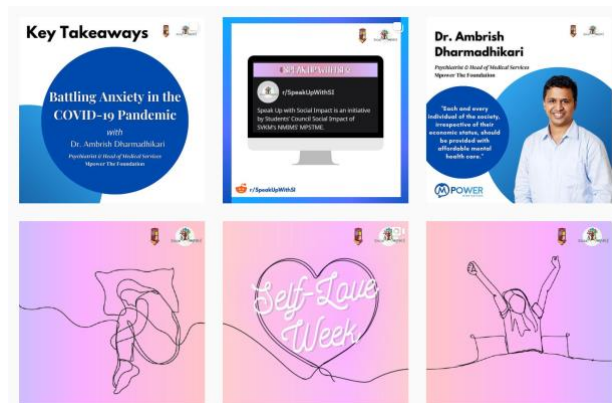


Serve Out Smiles in collaboration with **Yes I Can**, taught the specially-abled children, with the

help of **30 volunteers**. We did various fun activities like Zumba, Clay Modelling, Dancing and a lot more with the help of special Edutainment content, specially created for them. We even got an opportunity to interact with the specially-abled and the batch of Super 30. We taught them social skills as well as communication skills.



Social Impact even organised a **Self Love Week** in the month of **October**, where we did a social media campaign. We created a **safe space on Reddit** where we had people come and express their thoughts. We even deliberated on topics like **‘Log Kya Kahenge’** and **‘Coping With Quarantine’**. In this week we even had the opportunity to conduct a webinar where we had **Dr. Ambrish Dharmadhikari** come and talk to us on **Battling Anxiety in the COVID-19 Pandemic**. This webinar was organised for helping students, faculty and others to battle anxiety and raising mental health awareness.



In the month of **October** we had the **Blood Dial Campaign**, organised by Social Impact. It was a way to connect the blood donors and the patients in need. It would help create a link between the donors and some reputed Blood Banks. We would be a communicating channel created between the donor and the blood bank.

