X-RAY

Where education meets health.

(Xavier-Raheja Awakening Youth)

An Initiative by

XAVIER INSTITUTE OF ENGINEERING

A Jesuit Institute

&

S. L. RAHEJA HOSPITAL, MAHIM

A Fortis ASSOCIATE

A step Towards 'Clean & Healthy India'.
A helping Hand towards the national campaign
"Swachh Bharat Abhiyan".

Why the name, X-RAY?

The Mission and Vision of Xavier Institute of Engineering and S. L. Raheja Hospital (A Fortis Associate) are as strong as one of the most dominant electro-magnetic waves, the x-ray. As x-rays investigate the breakage of the bone and distinguishes between bone and flesh, so also this initiative plans to investigate what ails society and distinguishes between the good and the bad. Both institutions are committed to encourage whatever builds up human beings and denounce that which destroys them -- like smoking, alcohol abuse, tobacco consumption, living in unhealthy environments, etc.

About Xavier Institute of Engineering

Xavier Institute of Engineering (XIE) was established in 2005 by the Society of Jesus (Jesuit Fathers) and is a part of an International network of Jesuit Educational Institutions which includes 38 universities and 3413 Educational Institutions in 68 countries. St. Xavier's College, Mumbai, is a sister institution of XIE.

The Times of India did a survey of engineering colleges in June 2015, mostly based on what their employers and alumni thought, and rated XIE third among private unaided engineering colleges in Mumbai (in 2014, the

TOI survey ranked XIE fourth). XIE strives to match global standards in Technical Education by interaction with industry, continuous staff training and quality education. It offers Bachelor degree programs in Computer Engineering, Information Technology, Electronics and Telecommunication Engineering.

Vision Statement of XIE

"To strive to match global standards in Technical Education by Interaction with Industry, Continuous Staff training and Development of quality of life."

MISSION X-RAY

Mahim locality faces huge environmental problems caused by noise pollution, littering and unsanitary practices in the environment. MISSION X-RAY is an initiative taken by Xavier Institute of Engineering and S. L Raheja Hospital (A Fortis Associate) to make Mahim and its surroundings a cleaner, greener, healthier and noise-free place. Although the initiative is concerned with youth in the main, it reaches out to all sections and age groups of society. Our mission has two important objectives: Pollution Control and Health Care along with the adoption of Mahim Railway Station.

PART I : Pollution Control and Health Care

Noise Pollution has always been a major challenge faced by Educational and Health Care Organizations alike. The Supreme

Court had declared that the minimum level of decibel 50 db was permissible during the day and 40 db during the night (colleges and hospitals qualify as silence zones). In concrete, this means that in the silent zone area no beating of drums, no bursting of crackers, no honking, and no loud speakers are allowed. Due to noise pollution, doctors and patients, faculty and students are stressed. Moreover patients who are susceptible to noise suffer exceedingly from loud noises. MISSION X-RAY intends to reduce this stress by measuring the noise levels and awakening in both, the perpetrators of the noise and the people who hire drummers, a social sense of responsibility.

MISSION X-RAY also plans to conduct campaigns and workshops with programs on stress management, nicotine and alcohol de-addiction to improve public healthcare. It envisages yoga training and blood donation drives as well as sessions to help individuals to quit smoking and to become aware of cancer-symptoms.

We also propose spreading awareness by sticking awareness message stickers on the Public Service Vehicles like Taxis, and in return celebrate Taxi Drivers Day as a token of appreciation for the Taxi Drivers for their service.

PART II : Adoption Of Mahim Railway Station

Our honourable Prime Minister Shri. Narendra Modi launched the "Swachh Bharat Abhiyan" in the year 2014, to attain a vision of a 'Clean India' by the year 2019. The students under the guidance of the faculty of Xavier Institute of Engineering and the authorities of S. L Raheja Hospital, Mahim, joined this campaign to make concrete the vision of a Clean India. We will be adopting Mahim station as a token of our contribution towards this campaign.

In adopting Mahim Railway Station, we commit ourselves to do the following:

- Sanitizing and cleanliness.
- Conducting weekly cleanliness drives across Mahim station.
- Installing dustbins at regular intervals.
- Creating awareness using posters.
- Improving the décor and ambience of the station using flowers and beautiful saplings etc.
- Putting up street plays to bring about awareness.
- Employing pages and promotions on social media platforms.
- Assessing weekly surveys of, and feedback from, daily commuters.
- Re-painting the walls and beautification of the station premises.
- Making announcements pertaining to 'clean India' awareness.

We wish to adopt Mahim station as most of our student and staff commute through this station and both XIE and Raheja hospital are situated close to the station.

Procedure for Adopting the Mahim Railway Station

- ➢ Letter for Station Adoption from our side to be submitted to the Railway Manager of Western Railway whose office is in Tardeo.
- ➢ The Assistant-Railway Manager needs to be informed about the same with a copy of the letter to the Manager.
- ➢ The Assistant-Railway Manager recommends us to the respective authority of Mahim Station.
- ➢ A Pledge/Oath needs to be taken jointly by the principal of Xavier Institute of Engineering and the marketing manager of S.L Raheja Hospital.

➢ The Council of the X-RAY initiative will be responsible for undertaking the first drive.

PART II : Digital Campaign

a. Social Media

Since our chief target group is youth who may be susceptible to smoking, alcohol and drugs, and who also love to use smart phones, we plan to reach out to them through social media:
i.   Facebook
ii.   Twitter
iii.   Whatsapp

b. Android App / Apple ios App

The students of XIE will prepare an app that can be used by android, apple and windows. We intend creating an app that could indicate the noise level (in db) during public festivals or marriage seasons when beating of drums takes place or crackers are burst.

We can also create an app so that an individual has information about his/her blood group, weight, height, sugar level, blood pressure, etc., and the last occasion when he/she donated blood.
By doing so, two great advantages accrue:

1. Relevant content that will grab the attention of youth and increase brand visibility and call for immediate action, reaction and interaction.

2. One can respond almost instantly and be heard. Thus, there will increased loyalty and advocacy from those with whom we have connected.

Name of Department	Materials Required
Medical Requirements & sanitation	1. First Aid Boxes x2 2. Sanitizers Dettol, handwash etc.. 3. Masks 4. Gumboots 5. Gloves 6. Decibel Meter x3 7. Brooms
Certificates & Mementos	1. Certificates 2. Mementos
Equipments	1. T-shirts (X-RAY Promotional) 2. Bibs (Promotional)
Marketing, Creatives, PR & Arts	1. Banners & Posters 2. Pamphlet's 3. Paints to Repaint the station 4. Glossy Paper
Natural Beautification	1. Soil 2. Pots 3. Plant & Saplings 4. Manure

Events & Awareness Camps	1. Taxi Drivers Day
	   2nd October
	2. Stress Management
	3. Yoga Training
	4. I Quit & You Quit
	5. Cancer Awareness
	6. AIDs Day and Awareness
	7. Blood Donation Drive.
	
	8. Noise Pollution Awareness
	9. Health & Hygiene Awareness(Mahim Station)
	10. Press Conference
	   29thJanuary

Remuneration For Staff	House keeping + Reportwriting (for 12 months = 12 x 1800)
Total	

Dr. Y. D. Venkatesh, PhD

(Principal)