Role Of Educational Institutions In Promoting Social Awareness

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Abstract: In this article an attempt has been made to highlight the responsibility of educational institutions to promote social awareness and what it includes as ethical, cultural, health, religious, political awareness etc by reconsidering it's content of courses, curriculum, and method of teaching and evaluation in order to face the challenges of globalization, technology revolution and international competition.

I. INTRODUCTION

Social awareness and consciousness serve as a precursor to social movement. There are a lot of social problems like female infanticide, domestic violence, rape, corruption, maltreatment, alcoholism, drug abuse, and superstitious beliefs etc. which are still a huge problem in India. The most significant challenges facing the society are intolerance, discrimination and racism, economic and technological backwardness and the absence of comprehensive and fair peace. It is vital that more and more people be made aware of these issues so that we can fight them as a united country. Social awareness gives the ability (i) to understand and respond to the needs of others, (ii) to understand the other person's emotions, needs and concerns, (iii) to understand the politics within an organization and how these affect the people working in them.(iv) to understand and meet the needs of clients and customers etc. Awareness is knowledge and knowledge is power. This means when we create awareness among people. We are also empowering them to face certain difficult situations and at the same time we are helping them to overcome these difficulties. There is an argumentative relation between social awareness and social existence. The social existence is the basis upon which the social awareness is built. The intellectual component of society represents science, theories, knowledge beliefs, ideas and concepts that help the individuals to understand, think, and search for possible solutions for social problems facing them. Awareness has positive relation with science and knowledge. The starting place for becoming socially aware is self-awareness. Self-awareness is essential in order to understand the feelings and emotions of others. Open communication plays an essential role in managing diversity and building an awareness of social situations. As we improve social awareness we also improve our experience of life, create opportunities for better work life balance, become aware of other people's emotions, and improve our ability to respond to change. Awareness is the realisation of issues based on intellectual background and scientific basis, so it is a state of mind represented in the individual's realisation of the world mentally and emotionally. The human knows different types of awareness as social awareness and what it includes as ethical, religious, legal, cultural, health and political awareness.

Political awareness is the general understanding of the political atmosphere and the interaction and plan of the politician whether they are inside or outside the country. The concept of political awareness is connected with the individuals, organisation and the societies. The health awareness means individuals overall of health information and facts with the feeling of responsibility towards his health and others recognising different diseases and methods of prevention and treatment and working hard in avoiding them. Cultural awareness is the ability to recognise the different beliefs, values and customs that someone has based on that person's origins and it allows a person to build more successful personal and professional relationships in adverse environment. The cultural awareness enables the individual to see the society and its issues from comprehensive historical perspectives. Cultural awareness means to know the different cultures in community and to respect and appreciate the differences. The religious awareness has an impact on society. Legal awareness is the empowerment of individuals regarding

issues involving the law and is also achieved through camps, lectures and interactive workshops or crash programmes on the essential and elementary legal laws. Well educated and highly placed professionals are often not aware of provisions in law and implications of their violation. The internet as a legal research tool is advantageous for most primary legal research materials. The ethical awareness has a strong relation with religious awareness. The wrong mental awareness caused a wrong ethical awareness where it becomes impossible to distinguish between good and evil.

II. INSTITUTION ROLE

Educational institutions build moral essence and ethical values to produce socially desirable behaviour, personality and character which promote innovation, peace, equal opportunities and justification among individuals, society and nation. There is necessity to reconsider the roles of colleges, curriculum and methods of teaching and evaluation in promoting the social awareness by preparing programs which promote the social awareness and to design courses that enrich the student's humanistic knowledge in different fields that suit their social status. Items of curricula and method of teaching and evaluation plays important role in promoting the social awareness. Innovative method of teaching involves dialogue, discussion and problem solving so as to develop the student's ability of analysing and criticizing issues of the society. Evaluation tools should be used to diagnose the student's point of weakness and strength. The updating curricula should suit the student's cultural, social and behavioural activities compatible with the requirement oqf present and future. The institution program should aim to deal directly with the student so as to strengthen their loyalty towards the society and activate the youth forums and utilize their free times through cultural, educational and cultural programs in order to meet the youth needs. Many traditional college students lack the social awareness that leads to social change. The institution should encourage number of social activities and provides enough time to practice them and supports the activities that assured the freedom of speech, thinking and constructive critism. Institution should aware its students of social problems in the society, and prepare them to face these problems. The institution should consider the courses to enrich the students' knowledge in the field of human, social, scientific and cultural knowledge and update these courses time to time to suit the student's social states. Developing the student's social awareness is done through the science and knowledge that the institution presented to its students by the interaction between the students themselves. The institution need to change the content of the its courses to enable them to build the human intellectually, politically, socially and culturally and to have a role in facing challenges of globalisation, technology revolution, population and international competition.

The institutions can activate the youth political awareness for current and future situation and help them in adopting the scientific approach and giving the public interests the priority. The violence phenomenon in institution may be attributed to the university management policy in ignoring the students and prohibiting the political and party activities inside the campus and restricting the student's freedom of work. The university administration role is important in preventing violence phenomenon. The students should play their role in dealing with political problems of the society and should try to limit the violence phenomenon.

The institutions have the responsibility to promote the students cultural awareness. The educational institutions are responsible for giving the correct religious thought of their students. The educational institutions should play their role in forming the ethical awareness as it is considered one of the most important aims of education, and should strengthen the relation between the knowledge and science in one side and the ethics on the other side. So, if the knowledge and science were without ethics, definitely ethical crisis will be appearing and then knowledge and science will be useless. The institution role in enforcing student's social awareness content is higher from the first year student's perspective because the first year students are more affected by the university atmosphere. The influence of administration in promoting the students social awareness is statistically significant in favour of the first year students. The higher education has a great importance because colleges lies in the last educational level before the individual's access into the field of work. The youth at this level are characterised by maturation, realisation and awareness, but this does not indicate that they all are equal in their social awareness, because there are many variables that control the awareness.

Preparing and rehabilitating the human resource is considered one of the major goals and institutions seek to achieve the ideal preparation of human resources, so as to enable them work in all the fields which the society needs. To achieve this goal the institution coordinate with the different institution to provide the components of youth care with all of its mental, psychological, social and psychical aspects and anything that can help in launching the student capabilities in different fields at the same time. Thus, encourage students to be curious about the world around him. It will go a long way in making him a responsible and mature member of society. Teachers are the important section of the society and are considered as an agent of social change. Teaching students about civic sense will have an immediate effect on not only at home but also in the city. Today, many institutions and companies also test the social awareness of candidates while admitting them. Many students are also cross questioned about their opinions on world events in debates, group discussions and interviews. Also, if a teacher does not teach students actively about social issues, he may not be able to take an appropriate decision when confronted by that issue in society. In an effort to better understand how institutions are preparing student to participate successfully in an increasingly diverse society.

The educational institutions should play its role in this field through making the students aware of their health, identifying the health problems and ways of treating them, and providing regulations and healthy tips. Social awareness also encourages people to take care of their health. In fact when student know about the ills of certain habits, they will behave more responsibly and try to be more active. There is need to teach students about the ill effects of drugs and addiction.

Institutions have the responsibility to provides health care to its students by giving much more attention to the health programs and services. Counselling services are the first line of care for students struggling with serious mental health concerns. Teacher should promote awareness and understanding so that emotional well-being is achievable, mental illness is treatable and suicide is preventable.

Students should develop their social and cognitive skills through social interaction with others. The social awareness and consciousness along with political awareness directly influenced student's development of critical thinking skills. Students should express their interest in participating in a community action program, promoting racial understanding and becoming involved with program to clean up the environment. During their college career, students interacted frequently on complex social issues including economy, peace, human right equality, and justice. In the multidimensional college it has been found that socialising someone from different racial background caused increased cultural awareness, commitment to racial understanding and commitment to the environment. Students who develop views and dispositions associated with social awareness are better prepared to take decision of social change. Students should try to improve their ability to understand other people's emotional states and listen carefully to what they're saying and notice how they respond to external events. Being socially aware the response of students will affect people and situations. If students are aware of the ill-effects of global warming, they will be more responsible with fuel. If students are made aware of social behaviour, they will avoid such actions that harm society and the environment. The youth categories in the young societies is considered the most precious wealth of society for its flexibility in dealing with life's rapid changes,

its efficiency in taking social responsibility and its expected role in serving the society. The educational institutions have a clear role in developing students' social awareness, in order to enable them to behave well in different situations.

III. CONCLUSION

The role of the institution in developing the students social awareness becomes more important day after day, so there is a necessity that institution should develop their performance and increase their students efficiency according the variation of the society's demands locally and internationally through activating the students role in dealing with their social status, and facing different challenges that stop their civilised progress. The educational institution would be unable to form a character that is integrated socially, politically, ethically and healthy unless they developed the individuals social awareness. Social awareness is defined in terms of the importance that students attribute to i) speaking up against social injustice 2) creating awareness of how people affect the environment 3) promoting racial tolerance and respect 4) making consumer decisions based on a company ethics. These dimensions constitute the type of social awareness that students need to develop during their college years, in order to function well in a diverse society.

REFERENCES

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