

TEACHER'S ACTIVITY REPORT 2016 - 2017

FACULTY: Science

DEPARTMENT/ COMMITTEE: Biochemistry

IQAC ACTIVITY No: SVC/2016-17/BIOCHEM/VM/1

NAME OF THE ACTIVITY: A Survey Based Student Article

DATE	FACULTY	DEPARTMENT/ COMMITTEE	COORDINATOR NAME
31 Jan to 8 February, 2017	Science	Biochemistry	Dr. Vandana Malhotra
TIME	VENUE	NUMBER OF PARTICIPANTS	NATURE: Outdoor/Indoor
Open ended	Online	362 survey responders 2 students and 1 faculty	Indoor
SUPPORT/ASSISTANCE:		No Funding (Independent)	

BRIEF INFORMATION ABOUT THE ACTIVITY (CRITERION NO. I, II, III, VII):

TOPIC/SUBJECT OF THE ACTIVITY	(Survey based Student Article) Title: What People say about Alternative Medicine – A Survey of Urban Delhi NCR Population
OBJECTIVES	A survey is a research method used for collecting data from a predefined group of respondents to gain information and insights into various topics of interest. In this activity, a survey was designed and conducted to assess our society's awareness about Alternative medicine. The objective was to teach skills pertaining to data analysis, data presentation and data reporting in the form of an article.
METHODOLOGY	The process involves asking people for information through a questionnaire, which can be either online or offline. A questionnaire was formulated by students to encompass the fundamental questions that come to our mind when one is introduced to a new concept. For example: 1) Are they aware of the concept 2) Have they had first hand experience of the concept 3) Would they be interested in knowing more about the concept 4) What withheld them from getting involved in the process. The respondents were limited to the Delhi- NCR region to maintain an element of geographical equality/isolation. The form was distributed using digital media such as social networks. Post collection of data, it was analyzed with respect to their age, sex and their approach towards common ailments and results were reported in form of an article.
OUTCOMES	The survey was not restricted to economically stable strata of the society. Efforts were made to translate the form to uneducated workers and get their opinion as well. A robust number of 362 responses were documented. The data was presented in the form of graphs together with interpretations. Most of the respondents lie in the age group of 35-50 years and belonged to a multitude of professional backgrounds. The student learning outcomes from such an exercise were multifaceted. Not only did students learn how to make a survey but also learnt the process of data analysis, interpretation and lastly, the skill to present the data as a report. The article was published in the Departmental annual magazine Expressions 2017 themed Aarogya as a student-faculty article.

PROOFS & DOCUMENTS ATTACHED (Tick mark the proofs attached):

Notice & Letters	Student list of participation	Activity report ✓ (published article)	Photos	Feedback form ✓ (Survey form)
Feedback analysis ✓	News clip with details	Certificate	Any other	

IQAC Document No:	Criterion No:	Metric No:
Departmental file no	IQAC file No;	

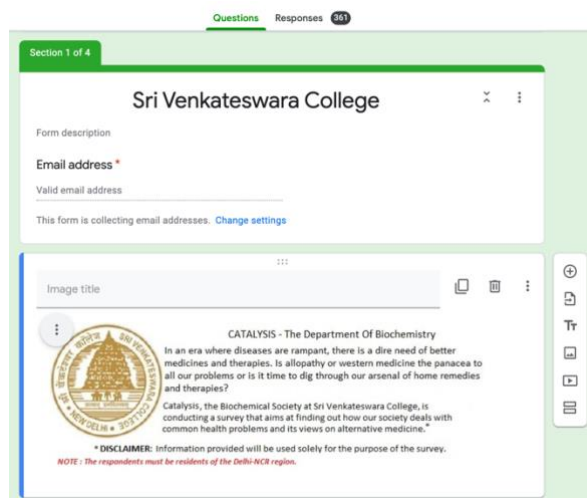
NAME OF TEACHER & SIGNATURE	NAME OF HEAD/ COMMITTEE INCHARGE & SIGNATURE	IQAC COORDINATOR (SEAL & SIGNATURE)
Dr. Vandana Malhotra	Dr. Nandita Narayanasamy (Teacher-in-Charge) Department of Biochemistry	Dr. N.Latha IQAC Coordinator Sri Venkateswara College

For Reference

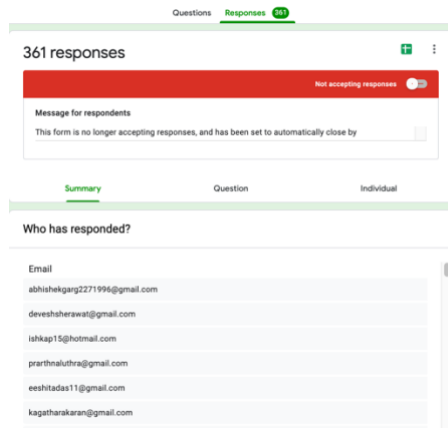
Criterion I	Curricular Aspects (planning & Implementation)	Criterion V	Student Support & Progression
Criterion II	Teaching Learning & Evaluation	Criterion VI	Governance
Criterion III	Research, Innovations & Extension	Criterion VII	Institutional Values & Best Practices
Criterion IV	Learning Resources and Infrastructure		

Proofs:

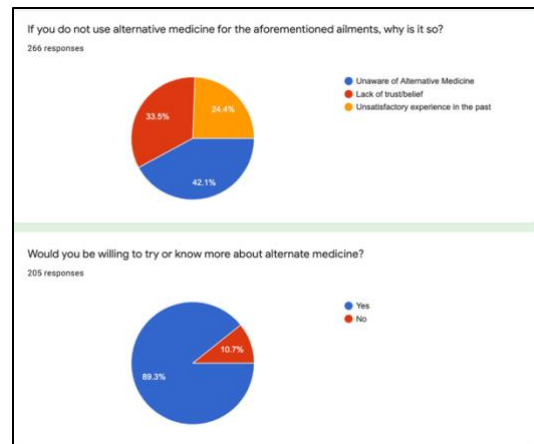
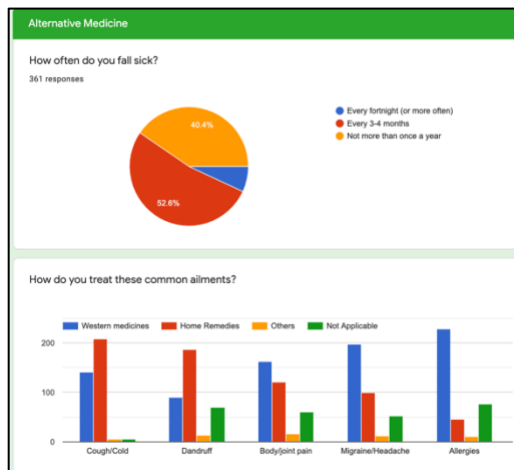
- **Google Form - Survey**



- **Survey Data – Respondents**



- **Data Analysis**



- **Publication in Aarogya – Annual Departmental Magazine 2017**
https://drive.google.com/file/d/0B8JSIC-gx_DERG1ydIB1Ym5lenJCa2ZoN2hEWkMtQm1wcTFz/view?usp=sharing
- **Published Article (Aarogya 2017 : pages 5-7)**
- **Student Participation:**
Survey Formulation – Kriti Bhatia and Vitasta Tiku
Data analysis and Reporting – Vitasta Tiku

What People Say About Alternative Medicine – A Survey of Urban Delhi NCR Population

Vitasta Tiku & Dr. Vandana Malhotra

The internet is flooded with articles that compare the pros and cons of Alternative medicine and Western medicine. As anticipated, none of them gives the readers a definite answer. From what we gauged from the mixed reviews and vague answers on the internet, most of the Indian population lacks adequate knowledge of both Alternate as well as Western medicine. Moreover, these articles reflected people's parochial view on Alternative medicine.

To put our doubts at rest, the biochemical society of Sri Venkateswara College "Catalysis" conducted and participated in a survey that assessed our society's awareness about Alternative medicine. A questionnaire was formulated to encompass the fundamental questions that come to our mind when one is introduced to a new concept:

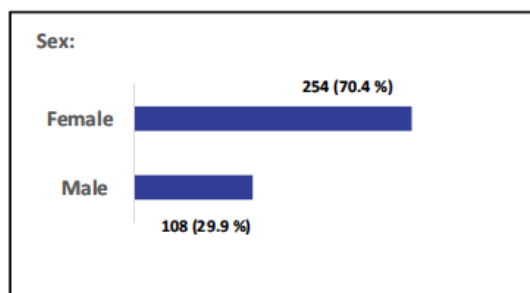
1. Are they aware of the concept?
2. Have they had firsthand experience of the concept?
3. Would they be interested in knowing more about the concept?
4. What withheld them from getting involved in the process?

We limited the respondents to the Delhi-NCR area not only for ease of assessment but also to maintain an element of geographical equality/isolation. This is imperative for any survey to ensure congruent conditioning effects amongst the respondents. However, it should be noted that the survey was not restricted to economically stable strata of the society. Efforts were made to translate the form to uneducated workers and get their opinion as well. The respondents were further analyzed with respect to their sex, age and their approach towards common ailments.

The image shows a screenshot of a survey form titled "Sri Venkateswara College". It includes a "Required" label, an "Email address" field, a "Name" field, an "Age" field, and a "Sex" field with radio buttons for "Male" and "Female". There is also a logo of Sri Venkateswara College and some text in Hindi regarding the survey's purpose and confidentiality.

Results.

A robust number of 362 responses were documented. The data obtained is presented in the form of graphs together with our interpretations. Most of the respondents lie in the age bracket of 35-50 years and belonged to a multitude of professional backgrounds, serving as an ideal sample population.



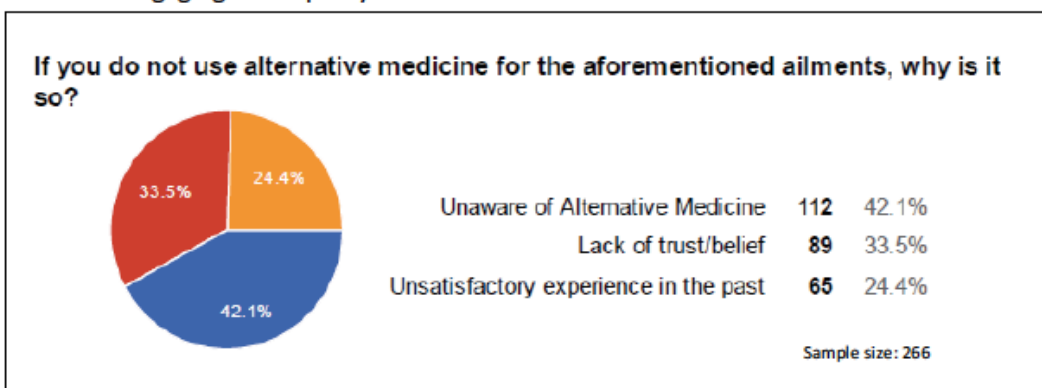
- Since most of the respondents were females, we go forward with the assumption that women form a large proportion of the population that partakes in health surveys and activities.
- All conclusions made henceforth will be on the above assumption and from the perspective of a gender biased survey.

How do you treat these common ailments?



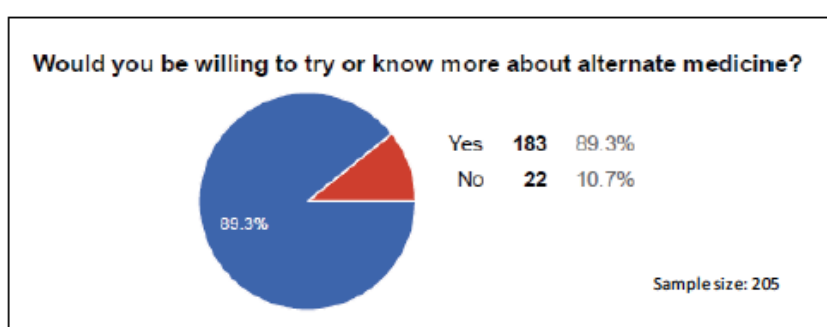
Except for Cough/Cold and Digestive problems, most of the common ailments call for Allopathic treatment. The need for quicker relief and infallible treatment is satisfied only by western medicines. While side effects and cases of unsuccessful therapy do prevail, quotidian usage of western drugs has shown positive results so far. We also noted that more complex diseases like Diabetes show a preferential use of Western medicine possibly due to the notion that such ailments cannot be treated with traditional therapies.

Our next question analyzes the reason behind this blatant bias towards Western medicine. Surprisingly, the prevalent cause of engaging in Allopathy is the lack of awareness about Alternative medicine.



Upon delving deeper, the survey revealed that the respondents were exposed to only a handful of alternative therapies, primarily homeopathy, Ayurveda, and Yoga. This filters out a multitude of therapies that are more effective than the ones being practiced currently; such as Chiropractic, Magneto-therapy, Reiki, etc. Coincidentally, a sizable number lacked trust in Alternative medicine or were dissatisfied with its results. However, the validity of the same cannot be accounted for based on this question solely.

The concluding question attempts at gauging the respondents' willingness to experiment with Alternate medicine. It reflects flexibility in the society and a readiness to forgo Western medicine over traditional therapies.



CONCLUSION: Western Medicine triumphs Alternative medicine owing to its rapid recovery period, but its repercussions is a huge drawback. The ill effects of western medicine draw attention to the dire need to evolve or rather regress to substitutive therapies, most of which can be traced back to our ancestors. Even though Alternative medicine is not as prevalent in the Delhi-NCR region, the eagerness to learn and get involved in the same is strikingly evident.

Our data corroborated with statistical data available which indicates that most doctors do not view **Complementary and Alternative Medicine (CAM)** as a part of legitimate medical treatment because of their lack of knowledge about the safety and efficacy of CAM treatments. However, there has been an increase in the use of CAM as a treatment for chronic diseases in the last few years. Several international surveys indicate that the prevalence of all types of CAM use ranged from 9.8% to 76% in a sample size of 15 countries. WHO survey reports claim that approximately 80% of the global populations rely on traditional medicine mainly of herbal sources, in their primary healthcare. Most physicians opine that CAM shouldn't be used in patient's refractory to allopathic treatment but agree on including alternative medicine education in medical curricula or training doctors on these therapies. Lastly, increased age and education correlated with increased inclination towards CAM therapy.

The results of our survey highlight the acute need to educate people about Alternative Medicine and juxtapose it with Western medicine, giving them the ability and adequate knowledge to choose between the two.

Acknowledgment. We thank all the people who participated in the survey to enable a better understanding of our knowledge on Alternative medicine. Above all, we are grateful to Sri Venkateswara College for permitting us to conduct the survey.





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This is to certify that the Activity report (Teacher/Department /Society/Association) has been submitted for documentation to IQAC, Sri Venkateswara College, University of Delhi.

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