

Campaign: Kindness is Contagious

Dates: 16th to 21st September 2019

Keeping in mind the need for awareness about suicide prevention and mental health in general, the Department of Psychology organized a one week long campaign, **Kindness is Contagious**, and it stemmed from a simple belief that every person has their own set of struggles and problems that they have to deal with. By being kind to oneself and others, by supporting each other, by taking care of oneself and the people around, all of us can make this world a better place to live in. Therefore, the campaign involved the distribution of small notes, full of positive, kind and generous messages; and self care habits, amongst students, teachers and non teaching staff, during the college premises. We reached out to hundreds of students, a lot of teachers and the non teaching staff, and they truly appreciated the campaign while also realising the importance of taking care of themselves and others,

and being kind. The campaign was a huge success!

Experiences shared by Student Campaigners

“Everyday during the campaign, the first question I used to ask the confused and curious crowd of a classroom was ‘What is self-care?’ and surprisingly there were both kinds of responses ranging from exactly knowing what it is, to a simple yet catchy description- self care. The biggest lesson I learnt from this campaign was that people are actually unaware about this simple yet important concept. We are so busy with being someone that we are not truly, but society desires us to be. So rooted is this conceived idea that we assume it’s our true self. And that the tolerance vessel overfills and realisation hits us hard the moment we brood over what we have done to our life. Hence, making time to discover oneself, please oneself and care for that body and soul that we Own while completing this journey of the world. Looking forward to many more campaigns as such because this Gen Y is listening.”

-Bidisha Barua (I year)

“The campaign called ‘Kindness is contagious’, which our department organized, was one of the most wholesome experiences of my life. The idea was to distribute chits with positive messages

to each and everyone in the college-students and staff alike. I distributed the chits to some of the teachers, and many students (Hindi honours, Punjabi honours, B. Com honours) and this campaign got an overwhelmingly positive response. Students would read the chits handed to them, they would smile, and they would thank us. Teachers too really appreciated the initiative. For me, personally, getting a chance to be kind to a fellow student through handwritten notes was a heartwarming feeling, and I could not be more proud to have been a part of this campaign.”

-Harjyot Kaur (II year)

“It was a great experience. We were able to spread out a little happiness around. I really liked the campaign. I gave the chits to B.el.ed, maths hons, Punjabi hons, hindi hons students. The best part was the smile that I got to see on the face of every beautiful girl after I talked to them. I even felt good by just making someone happy and making them feel special. I would love to be part of such campaigns in the future.”

-Kamakshi Sabharwal (III year)

“It was a very simple initiative which had such a strong and powerful impact on me. The smile and joy on the face of each person receiving the chit was highly contagious. And by the end of the week, I only had a warm feeling with some euphoria and contentment of having made a difference in the smallest form possible.”

-Shivicka Jain (III year)

“The campaign has been a beautiful journey for me. This one week has taught me how easy it is to make other people smile and how small deeds of kindness can turn someone’s day around. Spreading smiles on the faces of the people around you gets you to a different kind of high. We’ve covered a lot of classes, the admin office and accounts office, along with the canteen staff and photocopy shop. I think the most amazing encounter I had with one of the students was when I handed her a chit and she thanked me for it and said “I hope what you’re doing for us, you’re the same for yourself, because you matter too. We’ve received an overwhelming response from teachers and students and staff members.

While spreading around the importance of self care around me, at one point I too realized that I needed it as much as the people around me. I’ll like to thank our amazing seniors for putting together such a great opportunity and making us a part of it. This entire week has been a source of immense happiness and pleasure.”

-Dakshita Shekhawat (I year)

“It was an endearing experience. I never thought that such a simple gesture could bring a smile on other people’s faces. The positive vibe and energy that I received through their smiles and gratitude, made me feel adored. It has made all of us realise that everybody is fighting their own battle, being polite and kind will only help to lift their and our own spirits high.”

-Rashmeet Kaur (III year)

“Unexpected Kindness is the most powerful, least costly, and most underrated agent of human change.” - Bob Kerrey It is rightly said, the fragrance always stays in the hand that gives the rose. It’s not just the ones who were on the receiving end of the campaign that benefited from it, but I, on the giving end, feel that I benefited more. For me, it has been the most rewarding week. The rewards were nothing material, but the wide smiles I received from everybody who reads the chit. The unexpected kindness threw them off guard, and their smiles made my day.”

-Mansimran Kaur (III year)

“Kindness is Contagious, in my opinion, is probably the best thing that could have happened to the Department of Psychology of our college, because nothing is better than seeing the lit up faces of people across college when they look at the self-care note they have received, along with the message that they’re important and that they matter. It was a beautiful campaign and I absolutely loved being a part of the Execution Team. To make notes, to handing out to them, to clicking pictures of the happy smiles, and receiving wonderful feedback from our peers as to how their day got better when they followed the self care regime, each part of the campaign got us all closer and kinder to each other!”

-Bharti Aggarwal (III year)

“So what to say about this campaign, it’ll always be very close to my heart as it’s the first we started with our department in college. A beautiful idea initiated by some, executed with love by the others. To begin with we started spreading awareness about what the campaign exactly is on our instagram page, then writing self care related reminders for everyone in the college be it students, teaching staff or administration staff. The mere feeling of being able to bring a smile on someone’s face was enough motivation for the whole team. We even involved our Principal in

this campaign, and it was a delight to be acknowledged by her. Slowly and steadily we started getting great responses in the college, even through direct messages online. The campaign ended on a happy note, only to leave us more enthusiastic to pursue more ideas like this.”

-Devanshi Thamman (III year)