



**PERIYAR
MANIAMMAI**
INSTITUTE OF SCIENCE & TECHNOLOGY
(Deemed to be University)
Established Under Sec. 3 of UGC Act, 1956 • NAAC Accredited

think • innovate • transform

PROGRAMME REPORT ON

Social Work Rural Camp 2024-Social Work Rural Camp 2024

Resource Person

**Dr. B. Gurunathan - Meenakshi Hospital Mr. P. Suresh -
CHILDLINE More than 20 resource person has been participated in
this camp.**

Organized by

SW- PMIST

DEPARTMENT OF SOCIAL WORK

Periyar Nagar, Vallam Thanjavur - 613 403, Tamil Nadu,
India
Phone: +91 - 4362 -264642, Fax: + 91 - 4362 - 264660
Email: headsocialwork@pmu.edu Website: www. pmu.edu



PERIYAR MANIAMMAI INSTITUTE OF SCIENCE AND TECHNOLOGY

DEPARTMENT OF SOCIAL WORK

A REPORT ON

RURAL CAMP- 2024

18-11-2024 TO 22.11.2024



CAMP SITES: (PERIYAR PURA VILLAGES)

MARUDHAKUDI

PALAYAPATTI SOUTH

PUDHUKUDI

AYYASAMPATTI

SENGIPATTI

SANOORAPATTI

MUTHANDIPATTI

SUBMITTED BY

I MSW STUDENTS (2024-2026)

THE OBJECTIVES OF RURAL CAMP

- ❖ To provide an opportunity to the students to learn practical aspects of different subjects in the field of social work.
- ❖ To enable students to understand the Socio-Economic status of the Rural community.
- ❖ To make the students utilize the method-oriented practical training.
- ❖ To carry out the practices to help them to gain practical knowledge.

DATE	PLACE	ACTIVITIES OF THE RURAL CAMP		
18-11-2024	Marudhakudi	“MAKKALAI THEDI MARUTHUVAM” <ul style="list-style-type: none"> ▪ Inauguration ▪ Free Medical camp 	“ILAM PARUVATHINARIN PATHUKAPPUM MEMPADUM” <ul style="list-style-type: none"> ● Awareness on adolescence ● Awareness on child help line - 1098 	“VEEDUTHORUM THOOIMAI NAADU THORUM NAL VAZHU” <ul style="list-style-type: none"> ▪ Awareness on cleanliness and care towards self-health ▪ Cultural Programmes
19-11-2024	Palayapatti South	“MARAM VALARPOM MAN VALAM KAAPPOM” <ul style="list-style-type: none"> ▪ Awareness on afforestation and reforestation 	“VELAI MATRUM VAZHVIN SAMANILAI PAARVAI” <ul style="list-style-type: none"> ● Talk on balancing the work and personal life 	“TYARKAIYODU INAINDHU VAALVOM ” <ul style="list-style-type: none"> ▪ Awareness on living interlinked life with nature ▪ Cultural Programmes
20-11-2024	Pudhukudi	“KULANDHAIKALIN PATHUKAPPUM PARAMARIPPUM & NEENGALUM AAGALAM ARIVIYAL VINGNANI” <ul style="list-style-type: none"> ▪ Lecture on vision to be a scientist ▪ Awareness on children's safety 	“GRAMAPURA PANGERPU MADHIPEEDU PAYIRCHI (PRA)” <ul style="list-style-type: none"> ● Participatory Rural Appraisal - Training Programme for the campers on seasonal calendar and mapping 	“KALVI KAN-ARIVIN THIRAU EN” <ul style="list-style-type: none"> ▪ Awareness programme on Importance of Education. ▪ Cultural Programmes

21-11-2024		and personal development		
	Ayyasamipatti	<p>“UZHAVAN AATCHI- ULAVE SAATCHI”</p> <ul style="list-style-type: none"> ▪ Manual Work 	<p>“PENKALIN PATHUKAPPUM-SAMUDHAYA MUNNETRAMUM”</p> <ul style="list-style-type: none"> ● Awareness programme on schemes and policies for women and services providing by One Stop Centre 	<p>“THOZHIL MUNAIUM-PORULADHARA MUNNETRAMUM”</p> <ul style="list-style-type: none"> ▪ Awareness programme on Women entrepreneurship. ▪ Cultural Programmes
22-11-2024	Sengipatti, Sanoorapatti, uthandipatti	<p>“BOTHAI PORUTKALUKKU ETHIRANA KAIEZHUTHU PRACHARAM”</p> <ul style="list-style-type: none"> ● Awareness programme and signature campaign against the drugs 	SIGNATURE CAMPAIGN CONTINUED	<p>“MADHUBODHAIUM MARU VAAZHUM”</p> <ul style="list-style-type: none"> ▪ Awareness programme on de-addiction ▪ Cultural Programmes

DAY-1

DATE: 18-11-2024

LOCATION: MARUDHAKUDI

DAY: MONDAY

SDG - 3: GOOD HEALTH AND WELL-BEING

Day 1: Marudhakudi Panchayat

The first day of the rural camp program, held at the Marudhakudi Panchayat office, focused on community health and well-being with the overarching theme “*NAM NALAMEY NAATTIN VALAM*” (Our Well-being, Nation's Prosperity) and the specific initiative “*MAKKALAI THEDI MARUTHUVAM*” (Healthcare Seeking the People). The day was divided into three sessions, each addressing distinct aspects of community welfare.

Morning Session: Medical Camp (10:00 am - 1:00 pm)

The morning session centred around a medical camp, a collaborative effort with Meenakshi Hospital, Thanjavur. Dr. A. Anand Jerard Sebastine, Associate Professor, Department of Social Work, provided an introductory address, highlighting the contributions of social work students and the impact of Periyar PURA's rural development initiatives in the region.

The special guest Dr. P.K. Srividya, Registrar, Periyar Maniammai Institute of Science & Technology in her speech emphasized the crucial importance of women's health, urging women to prioritize their well-being and seek medical advice promptly for any health concerns. Dr. V. Sukumaran, Professor, Department of Biotechnology, Periyar Maniammai Institute of Science and Technology delivered a felicitation address.

A key highlight was the keynote address by Dr. B. Gurunathan. He actively engaged with the participants of the medical camp, conducting basic health screenings like blood pressure and ECG checks. He also provided valuable medical advice to the participants, addressing their individual health needs. Mrs. C.M. Amma Chellam, Marudhakudi Panchayat President, also graced the camp with her presence. In her address, she pledged the full support of the Marudhakudi Panchayat for projects undertaken by Periyar Maniammai Institute of Science and Technology. The morning session saw a significant turnout, with 102 participants, including adults and children, benefiting from the medical camp.

Afternoon Session: Substance Abuse Awareness (2:30 pm - 4:00 pm)

The afternoon program focused on the critical issue of substance abuse, under the theme “MADHU BODHAIUM MARUVAZHUVUM” (Alcohol Addiction and Rehabilitation). The session was held at the Marudhakudi Panchayat office. Mrs. T. Alamelu, Assistant Professor in the Department of Social Work gave an introductory speech. A significant contribution to the afternoon session was made by Mr.P. Ramesh, Coordinator , CHILDLINE 1098. His address centred on the protection and development of adolescents, focusing on child safety, discipline, and awareness of child abuse. He provided practical advice on how children can stay safe within their communities and actively engaged with the children, inquiring about their awareness of the child helpline number 1098.

To add an element of engagement and entertainment, the social work department of Periyar Maniammai Institute of Science and Technology organized performances for the children. The children thoroughly enjoyed the performances, and at the end, they were given small prizes as a token of appreciation for their participation. Over 50 children benefited from this interactive and informative event.

Evening Session: Sanitation and Hygiene (6:00 pm - 8:00 pm)

The evening program, held in Marudhakudi, focused on the vital theme of sanitation and hygiene, under the title “VEEDUTHORUM THOIMAI NAADU THORUM NAL VAZHU” (Clean Homes, Healthy Nation). Dr. S. Ganaraj, Assistant Professor in the Department of Social Work, provided the introductory speech, setting the context for the evening's discussion.

Dr. V. Sukumaran, Professor, Department of Biotechnology at Periyar Maniammai Institute of Science and Technology, then addressed the gathering. His speech provided valuable insights into the importance of health and hygiene, specifically focusing on the health of children and adults. He also emphasized the significance of cleanliness, particularly among women, highlighting its role in overall well-being.

Following the informative session, the students of the Social Work Department showcased their talents by conducting cultural events ,the performances were well-received by the audience and children. The rural camp program successfully engaged the community in Marudhakudi, addressing critical issues related to health, well-being, and social awareness.

PHOTO GALLERY OF DAY 1



Dr. B. Gurunathan, Meenakshi Hospital and Dr. P.K. Srividhya, Registrar, Periyar Maniammai Institute of Science & Technology during the medical camp at Marudhakudi



Mr. P. Ramesh, Coordinator of the Child Welfare Centre (1098), delivered the keynote address on the prevention of substance abuse among children.



Dr. V. Sukumaran, Professor, Department of Biotechnology, Periyar Maniammai Institute of Science and Technology, delivered the keynote address.

DAY-2

DATE: 19-11-2024

LOCATION: PALAYAPATTI SOUTH

DAY: TUESDAY

SDG - 15: LIFE ON LAND

Day 2: Palayapatti South Panchayat

The second day of the rural camp program was dedicated to promoting agricultural development and environmental conservation under the theme "*MARAM VALARPOM, MAN VALAM KAAPPOM*" (Grow Trees, Save the Earth). The day's activities aimed to raise awareness about sustainable farming practices, afforestation, and soil conservation among the local community.

Morning Session: Awareness and Tree Plantation Drive (10.00 am to 11.30 am)

The day commenced with an awareness session on the importance of afforestation and soil conservation. An introductory address by Dr. S. Gnanaraj, Assistant Professor, Department of Social Work. The Chief Guest of the program, Mr. T. Keerthivasan, Assistant Professor in the Department of Civil Engineering and Director, Center for Energy and Environment, Periyar Maniammai Institute of Science and Technology, Thanjavur, highlighted the significance of tree plantation in maintaining ecological balance and improving soil fertility. Following this, a tree plantation drive was conducted, where participants, including students and villagers, actively engaged in planting saplings. More than forty students benefited from this event.

Afternoon Session: Employment and Social Equality Perspective (2:00 pm to 3:30 pm)

The afternoon program, held near Palayapatti South Panchayat Union Middle School, centred on the theme "*VELAI MATRUM VAZHVIN SAMANILAI PAARVAI*" (Employment and Social Equality Perspective). The session aimed to raise awareness about employment opportunities and the significance of social equity. Mr. R. Kamaladasan, President of Palayapatti South, delivered the presidential address. The special address was given by Mrs. R. Indhumathi, Managing Director of Scope, Trichy who engaged the audience with insights on generational changes, village development, and the importance of mind set in achieving happiness. She emphasized that adults should serve as role models for children. During the session, discussions focused on skill development programs, government employment schemes, and strategies to reduce socioeconomic disparities. Participants actively shared their experiences and challenges related to employment.

Evening Session: Living in Harmony with Nature (6:00 pm to 8:00 pm)

The evening program, held near Saveriar Temple at Palayapatti South, revolved around the theme "*IYARKAIYODU INAINDHU VAALVOM*" (Living in Harmony with Nature). The session began with a welcome address by G.R. Prakalya, a first-year MSW student, followed by an introductory speech by Mrs. T. Alamelu, Assistant Professor in the Department of Social Work, who shared valuable insights on coexisting with nature.

The special guest, Mr. Ma. Singharam (Retd.), Forest Officer, delivered an impactful address. He highlighted the adverse effects of air pollution from vehicles, the dangers of deforestation leading to landslides, and the critical need for water conservation. Drawing from the wisdom of Nammalvar, he discussed pest-free farming and underscored the importance of educating students about agriculture. He also commended on the Periyar Maniammai deemed to be University for its contributions to environmental restoration.

The event was further enlivened by cultural performances by first-year MSW students, with enthusiastic participation from local children, who showcased their talents and received prizes.

The second day of the rural camp highlighted the importance of farming, job opportunities, protecting the environment, and living in harmony with nature. Students, villagers, and experts actively participated, making the day both productive and educational. The program shared useful knowledge and brought the community closer to sustainable farming and economic practices. The activities of the day are likely to have a positive and lasting effect on the local environment and people's lives.

PHOTO GALLERY OF DAY 2



Mr. T. Keerthivasan, Assistant Professor in the Department of Civil Engineering and Director of the Center for Energy and Environment at Periyar Maniammai Institute of Science and Technology, Thanjavur delivered Keynote address



Mrs. R. Indhumathi, Managing Director of Scope Institute, Trichy, engaged the audience with insights on generational changes, village development, and the importance of mindset in achieving happiness.



Mr. Ma Singharam (Retd.), Forest Officer, delivered the keynote address



Cultural performances by first-year MSW students

DAY-3

DATE: 20:11:2024

LOCATION: PUDHUKUDI

DAY : WEDNESDAY

SDG -4: QUALITY EDUCATION

Day 3: Pudhukudi Panchayat

On the third day of the rural camp, a series of programs were conducted at Pudhukudi under the theme “**CHILD CARE AND PROTECTION**”. The event aimed to emphasize the importance of education and inspire students to strive for excellence.

Morning Session: Good education is our help

On the occasion of International Children's Day, social work students distributed sweets to the children. The event, held on the third day, centered around the theme, "Good education is our help," with the participation of over 100 children. Mr.A.C. Chandrasekar, Headmaster of Pudhukudi Government High School, gave the Presidential Address. Dr. E. Karthik Subramaniam, Assistant Professor & Head, Department of Aerospace Engineering, Periyar Maniammai Institute of Science and Technology, shared a keynote address. He inspired the children by quoting Dr. Kalam: "**You can become a scientist**," and emphasized the importance of curiosity, patience, and self-confidence in achieving this goal. Later, Dr. V. Usha Nandini, Chairman, Child Welfare Committee interacted with the children, raising awareness about Childline Number 1098 and the dangers of drug addiction.

Afternoon Session: Participatory Rural Appraisal Training (2.30 pm to 4.30pm)

Participatory Rural Appraisal (PRA) training was held at Pudukkudi Panchayat Government High School. The special guest, Mr. A. Vijayakrishnan, Generous foundation, gave the keynote address. In his speech, he provided a clear explanation of PRA. He emphasized the importance of village camps and highlighted the need to first identify community problems and understand the villagers' needs. He also discussed the concept of a transect walk. Following this, the social work students learned about village mapping and the resources available in the village.

Evening Session: Education gives knowledge, but wisdom comes from its use (6:30 pm to 8:30 pm)

Dr. K. Selvakumar, Director, Kalaingar Karunanithi Centre for Political Science gave a special address. He spoke about the important role schools play in shaping society. He explained that schools not only provide education but also help students learn essential skills like making friends, socializing, and playing sports. He also shared that education is the best tool for understanding the world and reflecting on it. His speech aimed to make students more aware of how education helps in personal and societal growth. Over 100 people attended the program, making it a successful and informative session.

PHOTO GALLERY OF DAY 3



Dr. V. Usha Nandini from the Child Welfare Committee interacted with the children, raising awareness about Childline Number 1098 and the dangers of drug addiction.



Mr. A. Vijaykrishnan, a consultant from Generous Company, gave the keynote address



School students enthusiastically planted tree saplings, promoting environmental awareness and a greener future



Cultural performances by first-year MSW students

DAY-4

DATE: 21-11-2024

LOCATION: AYYASAMIPATTI

DAY: THURSDAY

SDG - 5: GENDER EQUALITY

Day 4: Ayyasampatti Panchayat

The fourth day of the Rural Camp was centered around the theme "*SAMATHUVAMUM SAMOOGA VALARCHIUM*" with the focus "*UZHAVAN AATCHI - ULAVE SAATCHI.*" The day's sessions emphasized the significance of social equality and community development, highlighting the vital role of farmers in shaping society.

Morning Session: Manual Work by Social Work Students (9.30 am to 12.30 pm)

The day's activities began with campers engaging in manual work, contributing to community service. The special guest of the program, Mr. M. Michael, Project Coordinator, Don Bosco Model Farm, provided insights on fieldwork and the diverse plants and herbs cultivated at Sengipatti Model Farm, after that the campers actively participated in cleaning the farm by removing weeds.

Afternoon Session: Women's Safety and Community Development (1.00 pm to 2.30 pm)

Dr. S. Gnanaraj, Assistant Professor, Department of Social Work, delivered an introductory speech, emphasizing the importance of women's safety and their role in social progress. The special guest, Mrs. A. Divya, Counsellor, One Stop Centre, Thanjavur, provided an insightful session on the services available at the One Stop Centre for women. She raised awareness about the 181 helpline number, a crucial resource for ensuring women's safety and well-being. Additionally, she elaborated on various government schemes for women's empowerment and advised parents and teenagers to bridge communication gaps by engaging in open and heartfelt conversations. The program proved highly beneficial, with over 50 women participating and gaining valuable knowledge. The program successfully created awareness on women's safety, development, and the available support systems, leaving a meaningful impact on the participants.

Evening Session: Entrepreneurship and Economic Development (6.00 pm to 7.30 pm)

Mrs. T. Alamelu, Assistant Professor, Department of Social Work, delivered the introductory address, in which she introduced the various activities of social work students in community development. The special guest, Mr. C. George Fernandes, Training Coordinator, VAPS Madurai, HFL Samastha CSR Vallam, emphasized the importance of women's empowerment through entrepreneurship. He encouraged women to become self-reliant and explained the necessary training for developing entrepreneurial skills. He also provided insights about entrepreneurship training programs and how to implement them effectively. To further support the participants, pamphlets on entrepreneurship were distributed. More than 60 women benefited from this session, gaining valuable knowledge on self-employment and economic independence. The event concluded with cultural performances by social work students. Finally, the day was a meaningful and impactful experience, successfully raising awareness about entrepreneurship, self-reliance, and economic development, while also fostering community engagement through cultural activities.

PHOTO GALLERY OF DAY 4



Campers engaging in manual work, contributing to community service



The special guest, Mrs. A. Divya, Counsellor, One Stop Centre, Thanjavur, delivered keynote address



Mrs.T.Alamelu Assistant professor of Social Work welcome the gatherings

DAY-5

DATE: 22.11.2024

LOCATION: MUTHANDI PATTI

DAY : FRIDAY

SDG - 11: SUSTAINABLE CITIES AND COMMUNITIES

Final Day of the Rural Camp

The fifth and final day of the Rural Camp focused on the theme “*BOTHAI OLIYATTUM PAADHAI MILIRATTUM*” (Say No to Intoxication, Brighten the Path).

As part of this initiative, a “**SIGNATURE CAMPAIGN**” against narcotics and drug addiction was organized at Sanoorapatti village at 11:00 AM. The campaign was inaugurated by Mr. Nandha Kumar, Panchayat President of Sanoorapatti, who signed first and shared his thoughts on the importance of drug-free communities. Public members from Muthandipatti, along with police officers, actively participated in the campaign, showing their support for the anti-narcotics movement. More than 500 people became aware through this initiative. Students of the Master of Social Work (MSW) Department from Periyar Maniammai Institute of Science and Technology, Thanjavur, raised concerns about the harmful effects of intoxicants and spread awareness about drug de-addiction among the public. The event was a great success, reinforcing the importance of a healthy, addiction-free society.

Evening Session: Valediction with a theme: Alcoholic addiction and Rehabilitation

The final evening event of the Rural Camp took place at Muthandi Patti Church from 6:00 PM to 8:00 PM, focusing on the theme “*MADHU BODHAIUM MARUVZHVUM*” (Alcohol addiction and Rehabilitation). Dr. A. Anand Jerard Sebastine, Associate Professor of Social Work and Director (i/c), Periyar PURA Centre Rural Development, then gave an introductory speech. A consolidated report of the rural camp was presented by first-year MSW students L. Lara Harina, G. R. Prakalya, P. Devapriya, A. Thasbiha Banu, and K. Vinotha as part of the closing ceremony.

Dr. V. Ramachandran, Vice Chancellor of Periyar Maniammai Institute of Science and Technology, delivered the keynote address. He stressed the importance of helpline numbers in raising public awareness and encouraged students to achieve their goals with the right resources. The Cultural event performance by Mr. Lenin and Mr. Thangavel creatively highlighted the issues of alcoholism and rehabilitation, capturing the audience’s attention. Mr. M. Bharathi Mohan, Project Director, Alcoholism and Rehabilitation Centre, Kajamalai Women’s Forum, Trichy, gave a special address. He discussed the effects of alcoholism on individuals and shared thoughts on building mental strength for recovery.

The program was both informative and impactful, spreading awareness about alcoholism, rehabilitation, and the importance of education in shaping a better future.



Signature Campaign: Mr. Nandha Kumar, Panchayat President of Sanoorapatti, signed first and shared his thoughts on the importance of drug-free communities



Dr. V. Ramachandran, Vice Chancellor of Periyar Maniammai Institute of Science and Technology, delivered the keynote address


Head,
Department of Social Work,
Periyar Maniammai Institute of Science and Technology,
Vailam, Thanjavur - 613 403.