Key Indicator - 7.3 Institutional Distinctiveness

7.3.1 Portray the performance of the Institution in one area distinctive to its priority and thrust within 200 words

The Institute initiated a rural development program inspired by its mentor, Thanthai Periyar, advocating equal amenities for villages as in cities. These efforts, under Unnat Bharat Abhiyan and Periyar PURA, emphasized social awareness, holistic development, and community engagement.

The concept of Providing Urban Amenities for Rural Areas (PURA), introduced by former President Dr. A.P.J. Abdul Kalam in 2003, further inspired various developmental activities to advance societal progress.

Key initiatives included a Digital Literacy Program on July 19, 2023, at Sennampattai, enhancing 30 students' proficiency in digital devices and secure internet use. The "Each One Reach One" Campaign on September 6, 2023, saw 22 Social Work students visit Thirumalaisamuthiram village, promoting sustainable living and water conservation. On September 22, Kurungadu Valarppu Thittam at Pillaiyarpatti focused on environmental awareness through tree planting.

On September 26, 2023, a seminar on Child Psychology and Well-being at Tamil University highlighted child-friendly education for 100 participants.

Multiple Grama Sabha meetings addressed issues like sanitation and healthcare, fostering student-community engagement. Regular medical camps and social service activities further supported these efforts. These initiatives sensitize students to social issues, promote holistic learning, and provide a replicable model for rural development across the country.

Aadi Dravidar Welfare Primary School, Sennampattai, Thanjavur- Digital Literacy programme

Each One Reach One- 6.9.2023

Department of Social Work students interacting with village people

KURUNGADU VALARPPU THITTAM- 22.9.2023

Child Psychology and Well-being -26.9.2023

Dr.M.Ajoy Muthukumar, Psychiatrist, ATHMA Hospital, Trichy delivering a special address

Participation in Grama Sabha meeting