



VIMAL JYOTHI

INSTITUTE OF MANAGEMENT & RESEARCH

Approved by AICTE | Affiliated to Kannur University
Under the Archdiocese of Thalassery

SOCIAL SENSITIZATION CAMP

GRAMADARSHAN

2023-2025

GRAMADARSHAN – SOCIAL SENSITISATION CAMP

Programme: Gramadharshan

Venue: Thonichal, Wayanad

Date: (September 10th to 16th, 2023)

Introduction:

The Gramadharshan camp, conducted from September 10th to 16th, 2023, at Thonichal, Wayanad, was a comprehensive initiative designed to immerse students in rural development practices. This camp combined field experiences, educational programs, and cultural engagements, aimed at equipping students with valuable knowledge about rural life, sustainable development, and community support systems. The camp included multiple extension programs in collaboration with local organizations, institutions, and experts, thereby ensuring a holistic learning experience.

Key Activities and Extension Programs:

Industrial Visit to Wayanad Agro Movement Tea Company Limited, Karimani, Mananthavady

One of the prominent activities of the camp was the industrial visit to Wayanad Agro Movement (WAM) Tea Company in Karimani, Mananthavady. This visit was organized as an extension program in association with WAM Tea Company and offered an in-depth look at the tea industry in the region.

- **Tea Cultivation and Processing:** Students explored the tea plantations, learned about the agricultural practices involved in tea cultivation, and observed the tea processing procedures, from plucking to packaging.
- **Sustainable Farming:** The company shared its commitment to sustainable farming practices, including organic farming, environmental conservation, and fair-trade practices.
- **Local Economic Impact:** The visit also highlighted the economic significance of the tea industry for local communities and the challenges faced by farmers.

Report on WAM Tea visit	Click here to view the document
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Field Work at Mangalassery Tribal School as Social Supporting System Beyond Campus:

Students engaged in fieldwork at the Mangalassery Tribal School, where they contributed to the educational and social support systems for tribal children. This activity aimed to bridge the gap between urban academic systems and rural tribal areas.

- Educational Support: The students assisted teachers in engaging students through activities designed to enhance learning, such as storytelling, art, and group discussions.
- Community Outreach: The fieldwork also involved community outreach programs to raise awareness about the importance of education among the tribal population.

Report on Field Work at Mangalassery Tribal School	Click here to view the document
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Study Tour to Banasura Sagar Dam as Extension Programme

As part of the camp's extension activities, Students took part in a study tour to the Banasura Sagar Dam. This activity provided an opportunity to understand the significance of water resources and their management in rural development.

- Dam Infrastructure and Water Management: The tour included discussions on the role of the dam in irrigation, water supply, and hydroelectric power generation for the region.
- Environmental Impact: Students learned about the environmental aspects of dam construction, conservation efforts, and the importance of sustainable water management.

Report on Study Tour to Banasura Sagar Dam as Extension Programme	Click here to view the document
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Field Work and Evaluation of NABARD Projects

Another crucial extension program was the fieldwork and evaluation of NABARD (National Bank for Agriculture and Rural Development) projects in the region. In collaboration with NABARD, Students assessed various developmental projects aimed at improving rural livelihoods.

- Project Impact: Students visited rural areas where NABARD has implemented various development programs, such as rural infrastructure development, agricultural support, and livelihood generation initiatives.
- Evaluation and Analysis: The Students conducted evaluations to measure the success and challenges of these projects, with a focus on sustainability and community involvement.

Extension Program & NABARD Project Summarization

An extension program was conducted, which included a comprehensive summarization of the NABARD project. This activity provided participants with a deeper understanding of the project's objectives, implementation strategies, and the impact it has had on the local community.

Report on Field VISIT	Click here to view the document
Project summarization	Click here

Yoga and Physical Exercise with a Vision of Sustainable Development

Recognizing the importance of physical well-being in sustainable development, the camp included daily sessions on yoga and physical exercise. The aim was to emphasize how personal health and wellness contribute to a holistic approach to sustainable living.

- Yoga for Mental and Physical Health: Students practiced yoga to improve their physical fitness, mental clarity, and overall well-being.
- Sustainable Development Connection: Yoga sessions were framed around the concept of sustainable development, highlighting the importance of balance in personal, social, and environmental spheres.

Report on Yoga and Physical Exercise	Click here to view the document
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Training on Program Production at Radio Mattoli, Dwaraka

In collaboration with Radio Mattoli, students received training in program production, which allowed them to learn about the role of media in rural development.

- Radio Program Production: The training covered aspects of content creation, scripting, audio editing, and broadcast techniques.
- Community Engagement Through Media: Students understood how radio can be used as a tool for disseminating important information to rural communities, promoting social awareness, and engaging local populations.

Report on training at radio mattoli	Click here to view the document
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Session on Cyber Security by Shyju, Deputy Superintendent of Police

A session on cybersecurity was conducted by Shyju, the Deputy Superintendent of Police, aimed at educating students on the importance of protecting personal data and maintaining privacy in the digital age.

- Cyber Safety Measures: The session covered essential cybersecurity practices, including safe internet usage, data protection, and how to identify online threats.
- Awareness of Digital Risks: Students were also informed about the risks associated with cybercrimes and the role of law enforcement in combating cyber threats.

Report on cyber security awareness	Click here to view the document
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Data Collection at Begur Colony as Extension Programme

As part of the camp's extension activities, Students conducted a data collection project in Begur Colony, a rural area in Wayanad. This project focused on gathering information related to community needs, challenges, and local development priorities.

- Field Surveys and Interviews: Students interacted with local residents to understand their socio-economic conditions, healthcare needs, educational facilities, and access to government schemes.
- Report Generation: The collected data was used to generate a report that could assist local authorities and NGOs in implementing development programs tailored to the needs of the community.

Report on Field Work Begur colony	Click here to view the document
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Session on Ethical Journalism

The session aimed to educate students about responsible reporting, unbiased news coverage, and the importance of upholding journalistic integrity. The session focused on the accuracy and truthfulness in reporting, avoiding bias and prejudice, respecting privacy and confidentiality, fair representation of all viewpoints.

Report on ethical journalism	Click here to view the document
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FEDAR CONNECT Office Visit:

The students visited the FEDAR CONNECT office to gain insights into their work and operations. This visit provided valuable exposure to the organization's role in community development and social impact initiatives.

Report on visit to FEDAR connect	Click here to view the document
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Project on Digital India

The students explored various aspects of digital literacy, including: -Online safety and security, Digital communication and collaboration tools, E-governance services, and the role of technology in social and economic development.

Report on project digital India	Click here to view the document
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Visit to Emmaus Villa- charity pilgrim

Students visited Emmaus Villa, a part of Charity Pilgrim, a charitable organization. This visit provided valuable insights into the work of the organization and its contributions to the community. Students had the opportunity to interact with the beneficiaries of the organization and understand the challenges they face.

Report on charity pilgrim	Click here to view the document
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Election Awareness Campaign:

In collaboration with the Election Department, an election awareness campaign was conducted in Nedunthana Colony. This campaign aimed to educate the local community about their voting rights and responsibilities, and encourage active participation in the democratic process.

Report on election awareness campaign	Click here to view the document
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Workshop on Making Soaps and Detergents:

A practical workshop on making soaps and detergents was organized. This hands-on experience provided participants with valuable skills in understanding the process of soap and detergent production using locally available ecofriendly materials which is helpful in developing entrepreneurial skills in this area

Report on workshop on making eco friendly products	Click here to view the document
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OUTCOME:

The Gramadarshan Camp was a successful event that provided participants with a diverse range of learning experiences. The activities covered a wide spectrum of topics, including social issues, community development, technology, and skill development. These experiences will undoubtedly contribute to the personal and professional growth of the participants.

Conclusion:

The Gramadarshan camp held at Thonichal, Wayanad, from September 10th to 16th, 2023, was a highly impactful experience, providing: Students with invaluable exposure to rural life, sustainable development practices, and community engagement. The camp's extension programs ranging from industrial visits and fieldwork to training sessions and data collection allowed: Students to gain practical knowledge and contribute to local development initiatives. By integrating academic learning with hands-on activities, the camp fostered a deeper understanding of the challenges and opportunities faced by rural communities, while emphasizing the importance of collaboration between various stakeholders for sustainable growth.

PHOTO:



