



# VIMAL JYOTHI

## INSTITUTE OF MANAGEMENT & RESEARCH

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

# SOCIAL SENSITIZATION CAMP

# GRAMADARSHAN

# 2024

# **REPORT ON GRAMADARSHAN – SOCIAL SENSITISATION CAMP**

**OCTOBER 2024**

**Programme: Gramadharshan**

**Venue: St. Jude College, Vellarikkund**

**Date: (September 29th to October 4th, 2024)**

## **Introduction:**

The Gramadharshan camp, conducted from September 29th to October 4<sup>th</sup>, 2024, at St. Jude Arts and Science College, Vellarikkund, 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:**

### **PHC Cleaning Drive, Vellarikkund**

One of the major social responsibility initiatives undertaken during Gramadarshan 2024 was the cleaning drive at the Primary Health Centre (PHC), Vellarikkund. This activity was conducted with the objective of promoting hygiene, sanitation, and community health awareness.

- Sanitation and Public Health: Students actively participated in cleaning the hospital premises, surroundings, and waste disposal areas, thereby contributing to improved hygiene standards in a public healthcare facility.
- Community Awareness: The activity created awareness among the public regarding the importance of maintaining cleanliness in healthcare environments to prevent diseases.

The initiative reflects sustainability practices through proper waste management and aligns with SDG 3 (Good Health and Well-being) and SDG 6 (Clean Water and Sanitation), while enhancing teamwork, civic responsibility, and ethical values among students.

[Report on PHC Cleaning](#)

[Click here to view the document](#)

## **Acting workshop**

An acting workshop was organized as part of the camp to enhance students' creative and communication skills. The session was handled by Mr. Rajesh Olavilam and included interactive and experiential learning methods.

- Skill Development: Students engaged in role plays, theatre exercises, and group performances to improve communication, confidence, and self-expression.
- Holistic Learning: The workshop contributed to integral development by combining creativity with professional skill-building.

This activity aligns with SDG 4 (Quality Education) and supports the development of managerial competencies such as leadership, interpersonal skills, and effective communication.

<a href="#">Report on Acting Workshop</a>	<a href="#">Click here to view the document</a>
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## **Exposure visit to Athiyadukkam view point as Extension Programme**

An exposure visit to Athiyadukkam View Point was organized to promote environmental awareness and sustainability.

- Environmental Awareness: Students explored the natural ecosystem and discussed biodiversity and conservation practices.
- Sustainable Thinking: The visit highlighted the importance of eco-tourism and environmental preservation.

The activity aligns with SDG 13 (Climate Action) and SDG 15 (Life on Land), while fostering environmental responsibility and strategic thinking among students.

<a href="#">Report on Exposure visit to Athiyadukkam view point - Extension Programme</a>	<a href="#">Click here to view the document</a>
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## **Road Cleaning Drive**

A road cleaning drive was conducted as part of environmental and civic engagement activities during the camp.

- Environmental Responsibility: Students actively cleaned public roads and surroundings, promoting cleanliness and proper waste disposal practices.

- Civic Engagement: The initiative encouraged community participation and awareness regarding maintaining public spaces.

The activity aligns with SDG 11 (Sustainable Cities and Communities) and SDG 13 (Climate Action), while fostering social responsibility, teamwork, and environmental consciousness among students.

<a href="#">Report on road cleaning drive</a>
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<a href="#">Click here to view the report</a>
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### **Awareness session on Personal Hygiene**

A community-oriented session on personal hygiene was conducted to educate residents about health and sanitation practices.

- Health Awareness: The session focused on hygiene practices, disease prevention, and healthy lifestyle habits.
- Community Interaction: Students actively engaged, making the session interactive and informative.

This initiative aligns with SDG 3 (Good Health and Well-being) and contributes to students' communication skills, social engagement, and awareness of public health issues.

<a href="#">Report on session on personal hygiene</a>
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<a href="#">Click here to view the document</a>
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### **Charity Pilgrim to Akashapparavakal – Home for Mentally Disabled People**

As part of the social sensitization component, students visited Akashapparavakal, a home for mentally challenged individuals.

- Social Sensitization: Students interacted with residents and gained insights into their lives, challenges, and needs.
- Empathy and Inclusion: The visit fostered compassion, inclusiveness, and understanding of marginalized groups.

The activity aligns with SDG 10 (Reduced Inequalities) and contributes to the development of emotional intelligence, ethical values, and socially responsible leadership.

<a href="#">Report on charity pilgrim Akashapparavakal</a>	<a href="#">Click here to view the document</a>
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### **Cyber Security Awareness Session**

A cyber security awareness session was organized to educate participants about safe digital practices and online security. The session was handled by Saritha ASI, Vellarikkund.

- Digital Literacy: The session covered topics such as online fraud, data privacy, password security, and responsible internet usage.
- Awareness Building: It highlighted the importance of safe digital behavior in today's technology-driven world.
- 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.

The activity aligns with SDG 4 (Quality Education) and SDG 9 (Industry, Innovation and Infrastructure), while enhancing analytical thinking and digital awareness among students.

<a href="#">Report on cyber security awareness session</a>	<a href="#">Click here to view the document</a>
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### **Pallikkara Harbour Survey (Collaboration with Kairos Kannur)**

A field-based survey was conducted at Pallikkara Harbour in collaboration with Kairos Kannur as part of experiential learning.

- Field Exposure: Students interacted with fishermen and stakeholders to understand livelihood patterns and economic activities.
- Sustainability Perspective: The survey focused on challenges, opportunities, and sustainable development in the coastal sector.
- 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.

This activity aligns with SDG 8 (Decent Work and Economic Growth) and SDG 14 (Life Below Water), while enhancing research, analytical, and problem-solving skills.

<a href="#">Report on Field Work at Pallikkara Harbor</a>	<a href="#">Click here to view the document</a>
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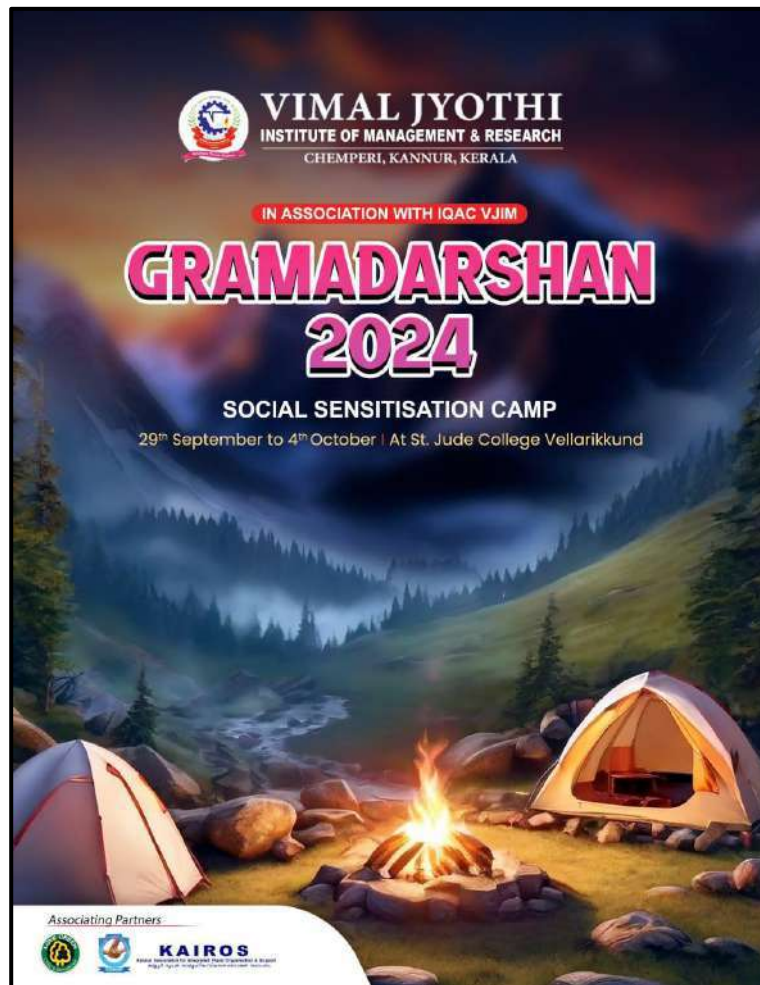
### **OUTCOME:**

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. The community also benefited through awareness programmes, cleanliness drives, and meaningful engagement, thereby strengthening institution–community relationships. These experiences will undoubtedly contribute to the personal and professional growth of the participants.

### **Conclusion:**

Gramadarshan is an annual flagship initiative designed to bridge the gap between academic learning and societal realities. Gramadarshan 2024 was conducted with the objective of sensitizing students towards rural life, social issues, and sustainable practices. The programme aimed to provide experiential learning by engaging students directly with communities, thereby fostering empathy, leadership, social responsibility, and practical problem-solving skills. The camp’s extension programs ranging from 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:









Prepared by:

Mr. Thomas John

Coordinator -Gramadarshan

  
10/12/2024

Approved by

Dr.Fr. Genimon V Joseph

Principal/IQAC Chairman

**PRINCIPAL**

VIMAL JYOTHI INSTITUTE OF MANAGEMENT  
AND RESEARCH  
CHEMPERI, KANNUR, KERALA-670 632

  
10/12/24

