

## COMMUNITY OUTREACH OF PMGDISHA THROUGH FOLK MEDIA IN THIRUPACHUR VILLAGE, THIRUVALLUR DISTRICT ON 4th JULY 2017

The Common Service Centre (CSC) at Stella Maris College Extension Project Centre (SMCEPC) had already inaugurated the PMGDISHA on 9<sup>th</sup> June 2017 at a simple ceremony. Sr Susan Matheikal, V.L.E. and Dr. K. Sundari, Program Coordinator decided to have a "Community Outreach program through folk media" on 4<sup>th</sup> July 2017 at the beginning of the academic year. Nearly 27 villages surround SMCEPC and therefore women and children were identified as the target groups for the PMGDISHA training programs through folk media. Folk dance, music and theatre are simple in content and have the emotive reach and impact on the rural population.

The students of the National Service Scheme (NSS) were trained in folk media: folk dance, folk music and folk theatre by Dr.P.Kumaragurudasan, Training Officer, State Resource Centre of the Government of India at Taramani, Chennai after researching the website of PMGDISHA. He was one of the earliest performing artist to obtain a Ph.D. in folk media. The Community Hall at Thirupachur near Kotiyur Middle school was the venue and over 200 enthusiastic children and 50 motivated women from Self Help Groups (SHG's) attended the program.

Ms. Elizabeth, alumna (Mathematics) and Branch Manager of Indian Bank was the Chief Guest and she readily agreed to open accounts for the women of the village. The Headmistress of Kotiyur Middle School encouraged all the eligible children to enroll in PMGDISHA at CSC-TVL.



*Figure 1: Invocation at the Community Hall in Thirupachur village, Thiruvallur adjacent to the ancient Chola temple of Thiruvaceeswarar, on 4th July 2017*



*Figure 2: V.L.E. of CSC-TVL, Sr. Susan Matheikal inaugurated the “Community Outreach through Folk Media” program*



*Figure 3: N.S.S. Program Officer Dr. Nanthamil. Nangai outlined the PMGDISHA through folk media program of the day*



*Figure 4: Chief Guest Ms. Elizabeth, Alumna and Branch Manager, Indian Bank (IB) outlined the schemes available for villagers in IB*



*Figure 5: Special Guest, Headmistress of Kotai Colony Middle School of Thirupachur, encouraged her students to avail of PMGDISHA training in computers.*



*Figure 6: Folk theatre portrayed by 30 N.S.S students on the importance of Digital Literacy*



*Figure 7: Ms. Jelsin, CSC Training Operator at SMCEPC, outlined the flexibility of hours and days in the training programs for school children*



*Figure 8: Dr. Nirmala Alex, N.S.S. Program Coordinator got feedback from the audience and thanked the 200 children and 50 women, who attended the program*