

STELLA MARIS CENTRE FOR NETWORKING AND COMMUNICATIONS

(S.M.C.N.C): DEVELOPMENTAL COMMUNICATION IN 2017- 2018.

Stella Maris Centre for Networking and Communications (SMCNC) had taken the initiative to undertake detailed visual and written documentation. Banners, pamphlets, display boards, power-point presentations and e-materials for training have been produced by Dr. Sundari.K.

In 2017- 2018 Folk Media for Developmental communication in the areas of digital literacy, education, skill training, health education, women's development, skill training, socio-economic empowerment and employment generation ,were the focus given for content generation and use in communication to rural and urban audiences.

Traditional folk media is an excellent tool to enhance communication and promote dialogue at the grass root level of any society. Every State in India is rich in a variety of folk dance, folk music and folk theatre and both our urban youth and rural population can connect with their culture.

Keeping this as the background philosophy, Dr.Sundari.K gave Dr.P.Kumaraguru, one of the first Ph.D's in "Folk Media", dancer, music composer, dance choreographer and performing theatre artist , the ownership of developing folk songs, folk dances and folk theatrical performance on the different aspects of PMGDISHA. He interacted with 30 N.S.S. students for content generation and trained them to perform.

On 4th July 2017, the community outreach program started with folk theatre, which had a "Thavil"- two faced drum accompaniment and was short, direct, loud, and over – expressive. The Community hall in Thirupachur village was packed with 200 school children, 50 SHG women and others from the village. Loud clapping and singing accompanied the performance as the audience was engaged from the first minute.

Folk music with lyrics composed by both the students and the trainer ensued, with a question-answer dialogue with the audience. Colorful, vibrant, melancholic, elegant, graceful folk dances followed and the resonant drumming and singing by the performers themselves, rounded of the program.

A question answer- session by Dr.Sundari.K, Ms.Jelsin, CSC operator and trainer and Dr.Nirmala Alex concluded this developmental communication program.



Figure 1: Dr.P.Kumaraguru addresses the audience on the objectives and methodology of the folk media performance on PMGDISHA.



Figure 3: A central figure poses the question as to what is new in digital literacy training in PMGDISHA in this folk theatre presentation.



Figure 2: New knowledge through new technology can help combat superstitious beliefs and practices in health, hygiene and environment.



Figure 4: Half the group sang folk songs, on old methods of education and training and the other half countered with new methodologies of education and training through technology.



Figure 5: Using red handkerchiefs, these ‘Oyillatam folk dance’, encouraged women to utilize their ‘sakti’ or energy, symbolized by the red color.



Figure 6. Rhythmic clacking of dance sticks to the beat of the 'thavil' or two-faced drum, these folk dancers ask the audience to change, grow and develop.



Figure 7: Dr.Sundari.K. Program Coordinator elaborated on the special educational and employment generation available for women in the rural areas in PMGDISHA