

## BEST PRACTICE: II

### 1. Title of the Practice: Standard Initiatives for Rural Rejuvenation (STIRR)

SFRC has constructed a credible network of knowledge transmission in the rural neighbourhood by constantly upgrading itself and creating horizons of hope amidst rural women by educating and upskilling them under community-oriented initiatives of the institution.

### 2. Objectives of the Practice:

Aims of SFRC in implementing STIRR are as follows:

- **knowledge and skill transfer** to adopted villages
- scaling up **entrepreneurial acumen** among young rural women
- participating in missions **Unnat Bharat Abhiyan, Swachh Bharat – Swachhta Pakhwada - Clean India Mission, SES REC**
- raising **consciousness on health** and preventive lifestyle
- identifying rural sectors for **skill development**
- bridging accessibility divide by **skilling the children and disadvantaged sections of the society**
- boosting **moral** values and upholding **social responsibility**
- augmenting the level of general awareness in the vicinity and thereby creating a knowledge society with SFRC as base

### 3. The context:

Mission and Vision of SFRC is to aggrandize rural women in intellectual pursuits and civic efficacy. Most of the students hail from economically backward families whose parents are employed in printing, match works and firework industries. Institution has been taking various steps to educate such students by providing **conveyance** to remotely located students, providing **Free noon meals**, through 'Earn While You Learn' Scheme, payment of **Tuition fees in instalments**, placement opportunities and motivation towards higher education. **Part V-Social Awareness Programmes** and all departments render relentless extension services in collaboration with the local administration and NGOs. Rural environment where college is situated makes it imperative to address the societal issues in relation to

- **Assistive Teaching**
- **Sharing Expertise**
- **Health and hygiene**
- **Economic empowerment**
- **Environmental concerns**
- **Social values**

- **Care for the Disadvantaged**
- **Skill /Personality development**

Therefore, SFRC consolidated its initiatives into a long term, multi-pronged best practice of STIRR.

#### **4. The Practice:**

STIRR is implemented through Departments/Service channels like **NSS, NCC, YRC, SSL, RRC, Citizen Consumer Club, Extension Activity, Environmental Club, UBA, Swachh Bharat and SESREC** by following activities:

##### **Assistive Teaching:**

- Enhance **Learning efficiency** by 67 Free Tuition Classes/17 Memory Training programs to Panchayat Union School Students
- **Mathematics & Science exhibition/HD Digital Planetarium/Stage Show/Thamizharin TholVaralaru Pesum Kankatchi** with 3500 beneficiaries
- **Laboratory Training** to school children for handling **Scientific Equipments**
- **Computer Literacy Programme** to NCLP School Children

##### **Sharing Expertise:**

- Workshops for **CSIR/SET/TRB/TNPSC** exams for external candidates.
- **In-service Training Program** funded by **TNSCST** to School teachers
- **Consultancy Service** is provided by **Science Instrumentation Centre**
- Awareness on **Consumer Rights** to rural people

##### **Health and Hygiene:**

- First-aid training to **Workers in Fireworks Industries**
- **Eye Donation/Blood Donation Awareness, Demo** on “Services of 108 Ambulance”
- **Health Awareness** in collaboration with **Apollo Hospital, Chennai**
- **Health Fest Camps** in collaboration with Madurai Meenakshi Mission Hospital, Madurai and Anil Kumar Eye Hospital, Sivakasi
- **Food Adulteration Awareness Program** to Women Self Help Group, Thiruthangal
- Awareness Programme on “**Yoga for Women**”
- Awareness on ‘**Healthy Diet**’ in collaboration with **Natural Farming, Madurai.**

##### **Economic Empowerment:**

- Hands-on Training Programme for homemakers/Self Help Groups
- Entrepreneurial Training to start **Small Scale Industries**
- Training for preparation of toiletry products
- Marketing avenues for Alumnae and SHG products
- **Awareness Programs** to promote entrepreneurship

### **Environmental Concerns:**

- Preparation of Vermi-Compost
- Involving students and villagers in Eco-Conscious awareness activities like Tree plantation, Model Displays and Guest Lectures
- Rallies on Eco Awareness, Conservation of Nature/Water, threat of Plastic
- Demonstration on Natural Farming and Awareness on usage of Robots in agriculture

### **Social Values:**

- Under Swachhta Pakhwada Mission, Door-to-door Campaign, Lectures on preventing plastics, and playing cleanliness videos were organized.
- **Fire Safety Measures** campaign in collaboration with **Fire Services Department**
- Demonstration to School teachers/rural people on Identification of Adulterants
- Participate in Temple Cleaning

### **Care for the Disadvantaged:**

- Celebrating festivals with **AIDS patients** of **Vocational Training and Rehabilitation Centre, Kallikudi.**
- Acted as **Scribes** to support visually-impaired students
- Donations to **Orphanage Children**
- Workshop on ‘**Across Generation**’ for **Geriatric** people

### **Skill/Personality Development**

- Training in paper-quilling, Mushroom Cultivation, *Mehandhi*, *Aarti* plate-making for under-privileged students
- Trained rural people to practice Martial arts like *Silambam*
- Honing Technical skills, Reading/Writing/Learning Skills
- Conduct of Motivational Programmes/Competitions

### **5. Evidence of Success:**

- Recognition from MHRD under UBA scheme which granted Rs.50,000
- Certificate of appreciation for “One student-One Tree Initiative” was received from MHRD at Annual Swachhta Ranking ceremony at AICTE, New Delhi.
- **NOBLE WORLD AWARD** (Record no. NMR/530/2019) was received in recognition of **Worlds’ Largest Human Tree Formation** consisting 966 participants.
- NSS Programme officers received **Dr. Abdul Kalam Women Achiever Awards.**
- YRC earned the Certificate of Appreciation 2014 for Best Performance by Indian Red Cross Society, Tamilnadu.
- YRC and RRC received the **Award of Appreciation** from Meenakshi Mission Hospital, Madurai for Blood Donation.

- Extension Activity received a **Recognition Award** from the Lions Club of Sivakasi
- Citizen Consumer Club was awarded the **Third Best Consumer Club in Virudhunagar District**, by the Department of Food Supplies Distribution and Consumer Protection, Virudhunagar District.
- All the departments and students participate actively in social work which uphold their social conscience and give impulse on social values
- **Science Expo** organized by **Science Departments** attracted 1180 students in and around Sivakasi.
- 3500 students from both college and school were benefitted from **Artefacts Exhibition** which culminated in establishment of **History and Heritage Museum**.

#### **6. Problems encountered & Resources Required:**

- Reaching out public in the working hours is a difficult task.
- Activities could not be carried out with continuous progress due to examination schedules for students.
- Organizing programs and meetings in rural areas with insufficient infrastructure is a major hurdle.
- Extension activities in neighbourhood villages can be performed more effectively if more funds are allocated by the Government/parent university.
- Lack of essential facilities in adopted villages restrict women students to participate in extension activities

#### **7. Notes:**

The idealness of SFRC limns when it is recognized as a Mentor Institution under UGC PARAMARSH scheme for six Mentee Institutions for NAAC Accreditation. The persistence lies in Admission of First-Generation Learners and married graduates and completion of course increased year-on-year. Faculty members takes the social responsibility of being officers in conduct of Assembly/Parliament/Panchayat elections and staff members who are appointed for different duties for the conduct of TNPSC Examination for recruitment to government posts. The premises predominantly focus on eco-friendly ambience which filled with '**Star Garden**', '**Navagraha Garden**', '**Zodiac gardens**', '**Herbal Garden**', '**Ornamental Garden**', '**Botanical Garden** and **Miyawaki Garden**.