

# DR.R.K.SHANMUGAM COLLEGE OF ARTS & SCIENCE



(Accredited by NAAC with 'B++' Grade)  
(Recognized u/s 2(f) & 12 (B) by UGC Act 1956)  
(Permanently Affiliated to Annamalai University, Chidambaram)  
(ISO 9001 – 2015 Certified Institution)  
Indili, Kallakurichi - 606 213.



## **BEST PRACTICE -1**

### **Title of the Programme “VILLAGE ADOPTION”**

#### **Meaning**

Village adoption is meant for working along with the particular village society it is a process of empowering the villages to achieve the goal of development in 360 degree aspects and to show as a model village to other region.

#### **Goal**

- To develop the villages in association with local Panchayat, District Government Administration, NGO, Youth Club and other bodies
- To create awareness on district state and central government schemes that are offered for the villages especially
- To give training based on the value added agriculture product that are cultivated by the villages on their agricultural field
- To educate the villagers to realize their potential on their life skills and how should be utilized for the development
- To create a plastic free village
- To import useful tree plantation and make it as green village
- To conduct healthcare program
- To create awareness over Vaccination

#### **Context**

DR.R.K.Shannugam College of Arts and Science is located at rural but beside the hilly region in Kallakurichi district. 90% of the students are coming to our institution from remote rural and the tribal region. Their parents are illiterate and lack of awareness on various schemes of the government. They never mind about their health and concentrate only on work. They don't realize their willpower or potential what they inherent. So, our institution has adopted 9

Villages under the UBA scheme where our institution has been functioning, and executing various development programmes with the help of the Village Presidents, Members of the Panchayat, Village Administrative Officers and District Government Administrations.

## **Practice**

Our college is having a good number of faculty members and students power to execute the village adoption as one of the best practices. The following are some of the practices of the institution in the adopted villages;

- Work to develop the village in coordination with the local Panchayat
- Create awareness about various government schemes to villagers
- Conduct meeting with SHG and the youth club to support on the entrepreneurship
- Conduct training program to the farmers to get value added product as they mainly cultivate money-crops from their agricultural field
- Villagers or real hard workers who have the capability to do the physical work with good stamina but used it improperly. So they are educated to realize and use it for the life skill programme
- Organize rally program to create awareness on tree plantation, plastic eradication and rainwater harvesting.
- Conduct healthcare program like Corona vaccination awareness, nutrition food awareness reproductive child health awareness, polio camp, leprosy survey and blood donation awareness
- Conduct social development programs like basic education, women and child empowerment, youth development, and entrepreneurial development, etc.

## **Evidence of the Success**

As most of the students and staffs are from the rural region they know well how to move with the village people. It helps our institution to execute the task successfully. Some of the evidence are;

- Conducted entrepreneurship training to the self-help group of the same village
- Conducted tree plantation awareness rally, plastic eradication awareness rally, Corona vaccination awareness rally, rainwater harvesting awareness rally, etc.
- Conducted Corona vaccination camp, nutrition food awareness program, blood donation camp, leprosy survey camp, etc.

## Problems Encountered and Resources Required

People used to expect financial assistance whenever our team members visit the village to conduct different programs. As our educational institution is run in the rural region and the students are from economically poor and socially downtrodden society we experience the financial difficulties to execute the goal of the institution. Apart from this issue we do all type of non-monetary services within the limit to the villagers. So our institution is need of financial assistance to offer our service for the village adoption development

## Notes / Conclusion

Our institution is run by service minded Doctors, Engineers and Philanthropists who have committed to give education to the rural and tribal people with affordable cost. Along with the educational service they execute various activities with the help of NCC, NSS, YRC and other service clubs. The village adoption is dream project of our institution. Though we face the difficulties in implementing our goals, we carry out the service for the betterment of the village until the satisfaction and the saturation.















