1. Theme of the C.O : Importance of Education to Irula Community

Date : 07 Aug 2014

Venue : Idyankuppam Village, Thirporur Block, Kanchipuram District.

Time : 4:30 Pm - 5.30 Pm

Chief Guest : Mr. Deepan Bharathi (DGM – CSR)

Orchid Pharmaceutical Industries Ltd, Alathur

Lead By : Prof. A. John Jayakumar

Department of Social Work, Loyola College, Chennai

Organized By : Community Development Students (2013 Batch) Shift 1

Mr. Arokiaraj

Rev. Fr. Geroge Benziger

Mr. Jones

Mr. David Prathap



# **Introduction:**

Social work trainees specializing in Community Development were placed for field work training at ORCHID CHEMICALS & PHARMACEUTICAL, Alathur in 2014. As part of field work exposure the trainees conducted a Community Organization (CO) program for the children of IdaiyanKuppam. The theme for (CO) program was "Education awareness to Irula Residents at Idaiyankuppam" and the objective of the Community Organization is to create awareness on the impact of education among Irulas Community.



Through the pilot visits undertaken during the field work days the trainees assessed the problems of the community. The root cause of all problems was found to be illiteracy. Therefore the trainees consulted with field work supervisor and organized Community Development programme for the Irula Community.

The CO program was the outcome of the effects pooled in by 4 major parties. Orchid Chemicals & Pharmaceuticals, Society for Women's Education and Empowerment Training (SWEET), Loyola College and Idaiyankuppam villagers.

The program had major 4 parts.

## 1. TREE PLANTING

To remark on the occasion and to create awareness on planting trees a herbal plant was planted by Mr. Deepan Bharathi and Prof. John JeyaKumar together. The plant was donated by Orchid Trust Garden.



# 2. CHIEF GUEST ADDRESS



Mr. Deepan Bharathi, DGM, ORCHID TRUST, was the chief guest for the program educational needs in future. He inspired the participants on the importance of making choices based on interest. He assured to help the village children for their educational needs in future.

# 3. SPECIAL ADDRESS BY RESOURCE PERSON

Prof. John Jeyakumar from Loyola College was the resource person for the program. With his vast experience in community development he shared about his life experiences with different kinds of community and people. His core



message was to make people aware of their socio-economic condition, barriers enhancement and modalities to overcome them for progressive development.

## 4. DISTRIBUTION OF NOTEBOOKS

The resource person and chief guest distributed note books and stationary items to the children. About 14 children were benefited through effect.



## 5. 'ONE MARK' - DOCUMENTARY SCREENING



A Education Awareness documentary film "One mark" was screened for parents & Children of the village to create better understand about the value of education.

Banner of the event

