

REPORT

2016 - 2017

Statement of Activities for ACPR

1.1.1. Certificate Programme on Multimedia for Lifelong Learning and ODL



The activities of the on-going project were planned according to the activities committed in the agreement and agreed project deliverables. With regard to the certificate course on Multimedia on Lifelong learning, information regarding

the proposed Certificate Course was circulated to the students through college notice board and public announcement fixing a timeline for the submission of application. The initial preparatory formalities had been completed by the end of August 2016. Accordingly, the Certificate programme was commenced on 2nd September, 2016. Altogether 120 students applied and after scrutiny 25 students were selected based on personal interview and admitted in the programme. Among 25 students 13 of them are male and 12 of them are female.

The theory classes and lab-based practical classes are over (180 hour theory classes and 90 hours lab practical classes. As part of the lab practical, the students received hands-on experience in software like Microsoft Power Point, Windows Movie Maker, Macromedia Flash, Sound Effect with Animation, Adobe Photoshop, Video Editing and Corel Draw.

The following e-contents were prepared by L3F students for their own practical purposes.

Sl.No	Content Title	
	In Tamil	In English
1	ஆடு வளர்ப்பு	Methods of Goat Rearing
2	மா சாகுபடி	Mango Cultivation
3	முல்லிகை சாகுபடி	Jasmine Cultivation
4	காபி சாகுபடி	Coffee Cultivation
5	பஞ்சகாவ்யா தயாரிப்பு முறை	Preparing an Organic Manure



The staff of the Department of Computer Science and Applications, Business Administration (BBA) and Rural Development Science (RDS) is handling these classes. In addition to this L3F students were taken to VIDIYAL, Theni, for an exposure visit

on 09.10.2016. Mr. Kanmani, Secretary, and Mr. Kamaraj, Founder gave a brief orientation on L3F project being implemented by the organization and highlighted the application of ICT tools in L3F for agriculture and livelihood development.

1.1.2 Conduct training on ODL Content Preparation through Video mode for the students and staff of Partner NGOs.



Training programme on capacity building in animation, social media were conducted by January 2017. Participants of the training programme are 25 students who are pursuing Multimedia course on Lifelong Learning & ODL and 5 faculties from ACPR and 3 staff representatives from other two L3F partner organizations. The programme schedule and course content for video shooting and editing was prepared and communicated to partners (RSGA and Vidiyal). The training schedule is as follows.

Date	DAY	Content	Resource Person
19.01.2017	Thursday	A. Introduction to PPT & Its Applications B. Windows Moviemaker & Its Applications	Mr. Vijay Anand Asst. Prof. (Animation), Mary Matha College, Periyakulam
20.01.2017	Friday	Introduction to Photoshop	Mr. P. Rajan Asst. Prof.

23.01.2017	Monday	Introduction to Corel-Draw	(Computer Education), Victory College of Education, Dindigul
24.01.2017	Tuesday	Video Editing Basic	Ms. Rani, Proprietor, Media for Marginalized, Srivallipurur
25.01.2017	Wednesday	Video Jointer	
27.01.2017	Friday	Video Music Updating	
30.01.2017	Monday	Video Editing CD production	

Visual Media is identified as the resource organization in which is providing animation and video editing training for the past 5 years, they have been conducting such trainings to many organizations and the current training programme is going to be very helpful to both partner organizations and multimedia students to enhance their skill and knowledge on ODL content preparation.

In additional the L3F students request to need the follow up animation classes. The additional training schedule is as follows.

Date	DAY	Content	Resource Person
		Video Editing	Ms. Rani, Proprietor, Media for Marginalized, Srivalliputtur
		Video Joiner	
		Video Music Updating	

1.1.3 Prepare content for voice mail (1000), multimedia CDs (5), e-books (2), and You Tube (3) in multimedia and animation mode (the topics will be finalized with the support of need analysis from the partners NGOs:

DATE	NGO	STATION	ACPR Team
25.10.16 & 05.11.16	RSGA	Kannivadi	Mr. Solairaja and Mr. Vivek
27.10.16 & 01.12.16	VIDIYAL	Theni	



As part of the project, ACPR has agreed for producing 5 E-content CD materials e,-book (2) you tube (3) multimedia and animation mode and 1000 voice mails. ACPR staff visited RSGA on 25.10.2016 & 05.10.2016 and conducted Learning need analysis for E Content

(Topics) along with the NGO staff and farmers. The thrust areas for E-content (Topics) were brought out through the active participation of the farmers. The Focus Group Discussion method was used to assess the farmer's needs. The farmers of RSGA expressed their desire for content related to Agriculture with special reference to Vegetable and Fruits, namely lemon, Pomegranate, Cahewnut, Papaya, Chickoo (Chicku), Amla, Guava and Orange. They also wanted to know details regarding cultivation and diseases that affect these crops. In addition to that the ACPR team conducted a need analysis with Vidiyal staff and farmers on 05.10.2016 and 25.10.2016. They suggested that the e-content could be prepared on Social Enterprises, specifically on Animal husbandry and particularly on Goat rearing, Hygienic handling of Goats and marketing and selling of goat meat, value addition of Goat meat, Value addition of different parts of goat and Value addition of goat milk.

ACPR prioritized the topics, finalized and circulated the same to the partner NGOs for final approval. In the meantime, ACPR started collecting relevant information from various sources and the materials relevant to various topics proposed by partner NGOs. ACPR also visited various villages and the details of male, female farmers consulted are given below.



Sl. No	NGO	Village	Gender		Total
			Male	Female	
1	VIDIYAL	Rasingapuram	1	5	06
		Silamalai	2	3	05
2	RSGA	Kannivadi	9	5	14
		Kittampatti	3	8	11
		Pudhupatti	6	7	13
3	ACPR	Karugappillai	4	12	16
		Kannanoor	10	4	14
		Pullaneri	3	5	08
		Kovilangulam	4	3	07
TOTAL			42	52	94

List of content validators

1. Dr. W. Baby Rani, Associate Professor, Department of Entomology, Agricultural College and Research Institute, Madurai
2. Dr. P. Mareeswari, Assistant Professor, Department of Plant Pathology, Regional Research Station, Aruppukottai,
3. Dr. I. Geethalakshmi, Assistant Professor, Department of Horticulture, Regional Research Station, Aruppukottai
4. Mr. A. Murugan, Assistant Professor, Department of Horticulture, Regional Research Station , Aruppukottai
5. Dr. V. Muruganandam, Associate Professor and Head, Veterinary University Training and Research Centre, Madurai
6. Dr. Sundariya , Assistant Professor, Department of Horticulture, Regional Research Station, Periyakulam
7. Dr. Kamalasundari, KVK, Othakadi, Madurai
8. Dr. Mabel Josline, Assistant Professor (Agriculture) Department of RDS, ACPR, Karumathur.

The contents will be classified according to the subject/ specialization and sent to the above-mentioned experts. The model content validation form is annexed. The validated contents were fine-tuned according to the suggestions given by the validators. Further, for producing CD materials, voice recording and relevant photo clippings from various sources were collected at the Centre by the professionals. Using Macromedia Flash animation software and Sound Forge voice recording software, the content was modified into CD form. ACPR is reaching the final stage of

producing the CD content. The final output of 5 CDs, 2 e-books and 3 YouTube will be circulated to the Partners and COL at the earliest.

The following topics have been finalized based on the needs expressed by the farming communities

Sl. No	Content Title		Format
	In Tamil	In English	
1	ஆட்டுக் கறியில் மதிப்புக் கூட்டுதல்	value addition on Goat meat	You tube
2	ஆட்டுக்கறியில்; உள்ள சத்துக்கள்	Value addition of different parts of goat meat	
3	மாதுளை சாகுபடி முறைகள்	Cultivation method of Pomegranate	
4	ஆட்டுப்பாலில் உள்ள சத்துக்கள்	Value addition on goat milk	e-book
5	எலுமிச்சை சாகுபடி முறைகள்	Lemon cultivation	
6	பலா பழம் சாகுபடி முறை	Jack Fruit cultivation	CD
7	கொய்யா சாகுபடி முறைகள்	Cultivation method of Guava	
8	முந்திரி சாகுபடி முறைகள்	Cultivation method of Cashew nut	

9	பப்பாளி சாகுபடி முறைகள்	Papaya cultivation	
10	ஆரஞ்சு சாகுபடி முறைகள்	Cultivation method of orange	

1.1.4. One day orientation on Scaling up L3F concept among Jesuit and other interested Higher Education Institutions:



ACPR conducted second level discussion with Jesuits and other interested academic institutions to incorporate our L3F in to their curriculum or extension division on 22 January 2017 at ACPR, in this discussion the following institutions were participated

1. St. Xavier's College, Palayamkottai, Mettala, Namakkal, St. Joseph's of Institute of Management (JIM) and Loyola Institute of Business Administration (LIBA). They assured that they will include the same in the next academic year.

1.1.5. Completion of Impact Study on Multimedia for L3:



To assess the employability of L3F students, ACPR conducted an impact assessment on 09/11/2016 at ACPR with the help of a Consultant Dr. John Peter, Associate Professor and Dean – Academic, St. Joseph Institute of Management, Trichy. Focus group discussion

(FGD) and personal interview method followed and 45 (20%) samples were taken to conduct the assessment. The L3F alumni (45 Numbers) those who are currently working with other organizations and also those who are pursuing higher studies came from faraway places like Chennai, Coimbatore, Bangalore, Tirunelveli, Moonar (Kerala), and also from other districts of Tamil Nadu. On 6th April 2017, our external expert had collected data using interview schedule Dr. John Peter also conducted a Focus Group Discussion (FGD) on 21st April, 2017 at JIM, Trichy. The impact study is in the final stage and the final report will be received from the expert very soon.

Preliminary results: There is an increased involvement in Agriculture related works, they are Willingness to continue farming along with their parents, and their family has been transformed in to organic farming, motivated the parents to do it. Numbers of students have taken up agriculture with new learning: organic, country breed, their skills such as enterprising, leadership, team spirit and creativity are seen in their job/enterprises, they are able to speak up their mind and make out a future, and this course



has helped them to acquire new skills, driving. The detailed impact study report will be finalized by the Consultant and submitted to ACPR shortly.

1.1.6. SMS – dialogue mode to 500 farmers of Madurai Mavatta Thennai Matrum Ithara Pairkal Producer Company:



To attract farmers ACPR introduced the voice message through dialogue mode to 500 farmers of Madurai Mavatta Thennai Matrum Ithara Pairkal Producer



Company, ACPR conducted three periodical need assessments with the Farmers of the producer company, during these needs assessment farmers expressed their required areas of information, then we prioritized those needs with FGD (what are the prioritized list provide the details) after prioritization the finalized information were recorded with the help of volunteers those who are studying III B.Sc., Rural Development Science where we have a paper on lifelong learning for farmers.

Before recording voice messages, we provided voice over training to the volunteers with the help of our college Tamil Professors using our college media lab on how to pronounce the words of Tamil language properly, and the space to be given in while speaking a sentence and dialogue delivery in colloquial language finally the messages were recorded and disseminated the same.

The following 04 topics were covered in the First Phase between November, 2016 and December 2016.

S.No	Topics in Tamil	Topics in English	No of messages sent
1	முருங்கை	Drumstick	25
2	மல்லிகை	Jasmine	25
3	நெல்லிக்காய்	Amla	25
4	தீவணப்புல்	Fodder crops	29

The next 04 topics were covered in the Second Phase between January, 2017 and February 2017.

S.No	Topics in Tamil	Topics in English	No of messages sent
1	ஆடு வளர்ப்பு	Goat Rearing	30
2	கரும்பு	Sugarcane	20
3	சிறுதானியங்கள்	Minor Crops	23

4	பருத்தி	Cotton	31
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In the third and final phase, the following 10 topics were covered between March, 2017 and May 2017

S.No	Topics in Tamil	Topics in English	No of messages sent
1	சம்பங்கி	Tube Rose	15
2	புடலை	Snake Guard	16
3	நெல்	Paddy	16
4	வெண்டிக்காய்	Bendy	18
5	கத்தரிக்காய்	Brinjal	15
6	ரோஜா	Rose	15
7	தென்னை	Coconut	15
8	கோழி வளர்ப்பு	Poultry Rearing	15

9	பப்பாளி	Papaya	15
10	தக்காளி	Tomato	16

As a follow-up, we have conducted 18 phone in program on above-mentioned topics the details of the program are followed.

Phone in Program: PP is an interactive session on a particular topic, farmers and experts will interact over phone, because after receiving voice mail farmers have further questions to get clarified So that ACPR has adopted such a program.

S.No	Date	Topic	Name of the Expert	No of Quarries addressed
1	05.11.2016	Irrigation Methods of Drumstick	Dr. Mabel	25
2	12/11/2016	Pest and disease management Jasmine	Dr.Pandeeswari	24
3	10/12/2016	Amla Cultivation Methods	Ms.Manimegalai	20
4	17/12/2016	Fodder Crop and it is Cultivation Methods	Dr.Mabel	28

5	07/01/2016	Goat Rearing Techniques	Dr. Pandeewari	31
6	19/01/2017	Pest and disease management Sugarcane	Dr.Mabel	29
7	11/02/2017	Minor millets	Dr. Pandeewari	27
8	25/02/2017	Cotton varieties and it is yields	Dr. Pandeewari	26
9	04/03/2017	Tube Rose Cultivation	Dr. Pandeewari	33
10	11/03/2017	Pest and disease management Snake Guard	Dr. Pandeewari	32
11	25/03/2017	Irrigation and Weed Management in Paddy	Dr.Mabel	24
12	08/04/2017	Pest Management in Bendi	Ms.Manimegalai	25
13	15/04/2017	Pest and disease management Brinjal	Dr.Aravind	27
14	22/04/2014	Pest and disease management Rose	Dr.Aravind	18

15	29/04/2017	Coconut Value Addition	Dr.Mabel	38
16	06/05/2017	Backyard Poultry Rearing	Dr.Mabel	9
17	13/05/2017	Cultivation Practices in Papaya	Ms.Manimegalai	11
18	20//05/2017	Pest and disease management Tomato	Ms.Manimegalai	32

To conduct the phone in program ACPR were adopted the process that collecting quarries from farmers one day prior to the phone in programme on the announced topics and the next day expert call the farmer personally and addressed their quarries over phone. Farmers felt that this kind of one to one interaction was very useful and more informative. 459 learners got answers for their quarries through phone in programe among 159 famers 147 were women.

1.1.7. Building the capacity of FPC leaders and members on coconut value addition and packaging:



Based on the felt needs of farmers and students ACPR conducted two workshops on Roof Gardening (For Students) and Kitchen Garden and Backyard poultry (for women farmers) on 9th March 2017 and 26 march 2017. In kitchen Garden and Poultry rearing workshop 89 women farmers

were participated, after the workshop all the women farmers felt that the conducted workshop is very useful because in the drought season we can get additional income from Poultry and we can get the vegetables for our won household purposes.

Based on the request of rural women those who are all daughters of our Farmers Producer Company, ACPR conducted a 6 day Training Program on Entrepreneurs Development between 11 and 17 March 2017. Participants enhanced their skill and knowledge in DTP, Book Binding, Xerox, and Lamination.



Other Activities

Review Meetings

The COL project review meeting was held on 08.09.2016 in the Aruppe Centre for Policy Research (ACPR) at ACPR. Dr. Tamizoli, Consultant of COL gave an Orientation to the ACPR project team and discussed various activities that were carried out by the ACPR team. Dr. Tamizoli mentioned in his presentation that each and every activity should be implemented with meticulous planning and should be concentrated and focused on the promotion of L3F and its Sustainability.

The syllabus of the Certificate Course on Multimedia for Lifelong Learning and Open and Distance Learning (ODL) could be revisited and the L3F student could be taken to a Software company specializing in the field of Multimedia. Further the following points were discussed during the review meeting.

- Methodology to be framed to the proposed conduct of impact study of the employability of the multimedia and L3F certificate course with the help of an expert.
- Sustainability of the results achieved through the project so far
- possibility to scale up the certificate course with the help of other academic institutions
- Strengthen the OER
- Increase the member to socially marginalized, landless agriculture labourers and physically challenged
- May Provide advisories on climate smart farming
- May initiate the process for self-sustainability of L3F in ACPR context
- Organizing Training on video editing with available in-house resource and experts hired from outside
- Should strengthen corporate literacy through mobile learning
- Should prepare the five-year Business plan and value chain analysis

Consultation meeting for finalizing the action plan



A two days consultation meeting between 2nd and 3rd of October 2016 was held at Gandhigram to ensure the sustainability of L3F Dr, P. Tamilzoli facilitated the entire program. The main purpose of the meeting was to finalize the action plan based on the current agreement.

During this consultation meeting ACPR presented its action plan along with other partners. Dr. Sr. Hilaria Soundaria, Faculty, Gandhigram Rural Institute (Deemed University) and Rev. Dr.

Thomas Amirtham, SJ Faculty, Loyola College participated in the discussions and gave their inputs and suggestions.

Based on the presentation Dr. P. Tamizholi gave his suggestions. With inputs from other participants about the activities, expected outputs and outcomes ACPR modified and finalized the action plan and shared with COL on 25 December 2016.

Review of L3F by Vice President, COL



The L3 review meeting was held on 10.12.2016 at Parson Court, Dindigul, and Dr. Balasubramanian, Vice President, COL participated in the meeting and gave the participants an overview about COL and its current focus. He also suggested to the

participants to take initiatives to scale up and sustain the L3F. There was active participation and contribution from all the participants, the following points were discussed to enhance and sustain

L3 activities

- Sustaining the mobile based learning for the development for farmers
- Collaboration with other interested academic institutions apart from Jesuit collages in the state to scale of L3 certificate course and extension activities
- Further strengthening of OER by the L3F partners
- Supporting the and increasing the business of Farmers Producer Organizations promoted by all three L3F partners
- Realistic future plans for the sustainability of L3F activities in the context of all three L3F partner organizations

- Value chain analysis and business plan preparation for the Farmer Producer Organizations

Farmers Producer Company (FPC) Manual Preparation



ACPR along with L3F partners (RSGA and VIDİYAL) prepared a manual on “FARMERS PRODUCER COMPANY” and was validated by experts at ACPR. The manual is in the process of printing.

The printed version of the Manual will be circulated to the leaders of the farmers Producer Company and partners.

A discussion was held with the farmers of Madurai Mavatta Thennai matrum Ithara Pairkal Producer Company promoted by ACPR on 10 November 2016 discussed about the proposal submission to get Equity grant from the Small Farmers Agri business Consortium (SFAC) and assessed the needs for capacity building to manage the organization and conduct the business.

Capacity Building to Students:

Now a day’s many youths involved in promoting roof garden in urban areas so that our college L3 Multimedia students requested us to conduct a workshop on roof gardening, based on their request we conducted the same on 9th march 2017 in collaboration with the department of Business Administration (BBA), 30 L3 Multimedia students participated and gained knowledge and skill on roof gardening.

OER Workshop



A three-day workshop on Open Education Recourse (OER) was held between 5 and 7 March 2017 organized by COL the venue is M S Swaminathan Research Foundation, Chennai.

The entire three-day program was facilitated by Dr. Ishan Abiyavarthane expert from COL and Dr. Tamizoli consultant to COL. 14 participants participated from Vidiyal RSGA and ACPR. Through this workshop we learnt how we can incorporate the same into non-formal sectors and which content can get the Creative Commons like CC by NC SA, CC by SA, CC by NC and CC by NC ND. Lecture, Presentation, hands-on training and group work techniques were adopted in the entire workshop.

At the end of the workshop, each organization has developed our own OER policy, finalized and approved by the college management, as agreed in the meeting the OER policy will be sent to COL before the end of June.

Workshop on Institutional Score Card for Gender Mainstreaming

Introduction



Though our ACPR is already sensitized on Gender, The Commonwealth of Learning (COL) has a mandate that Gender mainstreaming in to the institution in term of gender equity and equality at all levels. With

this milieu Arrupe Centre for Policy Research (ACPR), Arul Anandar College (ACPR) Karumathur organized Commonwealth of Learning (COL), Canada Sponsored Two Day Workshop on "**Institutional Score Card for Gender Mainstreaming**" at ACPR on 22nd & 23rd June 2017.

Rev. Fr. Dr Amal, SJ (Rector) inaugurated the workshop. Rev. Fr. Dr. Mani Valan, SJ (Secretary), delivered the felicitation address. Rev. Fr. Dr. Basil Xavier, SJ (Principal), delivered the presidential address. The brief description about the workshop was given by Dr. Tamizholi, Consultant – COL. Mr. S. Jegan Karuppiah, Coordinator – ACPR proposed the welcome address and Dr. C. Mabel Joshline, Assistant Professor (RDS) proposed the vote of thanks. The Master of Ceremony for the inaugural session was done by Dr. Nivetha Martin, Assistant Professor (Mathematics). Dr. A. Thomas William (Dean-Academic) and Dr. Michael John Peter (Deputy Principal) also graced the occasion.

Methodology

The facilitator of the workshop Dr. Tamizholi, Consultant – COL has followed Presentation using PPT, group exercise along with games and show casting documentary film to complete the two-day workshop.

Participants

36 teaching, 2 Non-teaching and 4 project staff members have attended in the two-day workshop and their participation was so active and contribution was maximum, their details are....

S.No	Category	Male	Female	Total
1	Teaching Staff	17	19	36
2	Non-Teaching staff	2	0	2
3	Project staff	2	2	4
Grand Total		21	21	42



Output: Participated 42 participants were gained basic knowledge on what is gender, Gender equality, gender Equity, and Gender Role finally prepared a score card for our ACPR. **Way forward:** COL and ACPR will have a road on Institutional Score Card for Gender Mainstreaming in the forthcoming coming week and develop a detailed project proposal which will be submitted for funding.