



CSR Activities 2023 - 24



International Yoga Day

21.06.23



International Yoga Day is observed on June 21 to raise awareness about this ancient practice and to celebrate the physical and spiritual prowess that yoga has brought to the world. Yoga is a practice that plays an important role in relaxing the mind and body and boosting people’s immune systems.

The event began with a brief introduction on Yoga Day by Mr. U. Periyasamy, Yoga Master, who performed some important yogasanas and trained the students to practice. 50 NSS Volunteers participated in this event. He pinpointed the importance of Yoga in human life and how yogasanas would maintain harmony between body and mind.



World Drug Abuse Day

26.06.23



The world drug problem is a complex subject that affects millions of people worldwide. Many people who use drugs face stigma and discrimination, which can further harm their physical and mental health. To overcome this issue and raise awareness among people, a rally was organized to promote a drug-free society and gain the attention of the public in the Rasipuram area.



Thiru.T.K.K. SENTHILKUMAR, Deputy Superintendent of Police, Rasipuram, inaugurated the rally. The rally started from Andagalore Gate and reached Rasipuram Town. In this session, volunteers raised their voices against drugs, and the rally captured the attention of thousands of people. About 220 NSS volunteers from the institution participated in this program.

The Department of Textile and Fashion Design celebrated Hair Creators Day. This is a unique opportunity for our young creators to showcase their talent and skills in hair styling and design. A photo shoot was conducted to capture their creative work on the college premises. About 60 girls participated in this event and brought out their innovative talents in this show.



Hair Creators Day



12.07.23

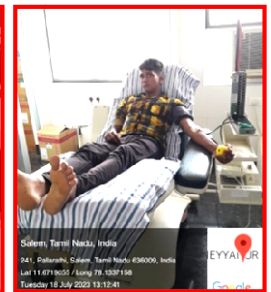
Emergency Blood Donation

18.07.23

Today, our volunteers donated five units of Blood (O+) in an emergency situation for the open heart surgery at Goukulam Specialty Hospital, Salem. Patient Name: Mr.Kulandaivelu (74 Years).

List of Donors:

1. 22PMB012 : Perumal R (Microbiology)
2. 22PMB020 : Sriram K. (Microbiology)
3. 21UMB042 : Sathish S. (Microbiology)
4. 21UMB029 : Prasanth B. (Microbiology)
5. Mr.Prabhu, Head NSS, MPTI



Swachh Bharat – Cleaning Work

19.07.23



The volunteers of the statistics department are involved in Swachh Bharat cleaning work and planting saplings (10) in the school and temple premises at Kattanacham Patti village. About 24 volunteers participated in this cleaning process under the guidance of two staff members. The volunteers also sponsored stationery kits for 25 primary school students. A concerned panchayat president made a request to clean a shrub-like area on the temple and premises of the primary school. Based on his request, volunteers cleaned the shrub-like areas, and the president of the village and headmaster of the school appreciated the services of the volunteers at the end of the task.

Blood Donation Camp

20.07.23

The prime aim of conducting the blood donation camp is to promote awareness among the students about the importance of donating blood and saving the lives of the poor in an emergency situation. It will also create a sense of social responsibility among the student community. A blood donation camp was organized by the YRC and RRC cells on the college premises in collaboration with the Government Hospital, Rasipuram. About 55 volunteers came forward to donate blood. Dr. R. Senthilkumar, Chief Medical Officer, Rasipuram, offered valuable suggestions to the blood donors.



International Chess Day Celebration

20.07.23



The Department of Physical Education celebrated World Chess Day on campus. The aim of celebrating the day is to improve the cognitive skills of the students. It also helps to improve memory power, problem-solving skills, and concentration. It may be a fun game, but it is challenging. About 30 students participated in the event and showcased their talents. At the end of the program, the best players were selected.

World Paper Bag Day Celebration

21.07.23

The department of Physics celebrated "World Paper Bag Day" in CS Puram village with public and school students to create awareness among them. The theme of the event is "To Cut the Plastic, Use Paper Bags". This is a tiny initiative that strives to encourage people to avoid plastic bags and use paper bags instead. This observance serves as a reminder to priorities environmentally conscious choices in our everyday lives and encourages individuals to adopt more sustainable alternatives. Paper bags can easily be used to replace one-time-use plastic bags, which will take hundreds of years to decompose in landfills. Hence, to create awareness among the public and school students, volunteers made hundreds of paper bags in different models to capture their attention and distributed them in the village.





Women's forum, to signify the women's security and self-dignity, celebrated "International Self Care Day on 24.07.2023. About 350 girls had attended the program.

Smt. Manju Chandran, Executive Director, Vanetra Muthayammal Institutions, Presided over the celebration with the lighting of a lamp. Dr. N. Manjoo Shree, Clinical Psychologist and Founder of Lifeolicious Salem, Lime-lighted that Woman should shake off their fear of failure and break open their shells to be more self-confident to tunnel through conflicts and overcome fears in all stages of life. She also deliberated on Psychological measures to make happy the life: Problems must be treated as Challenges.

- Right Modes of approach to life is more than the choice of costumes.
- Love Yourself! Then Love others!
- Be Positive! Say a big 'NO' to Negative
- Think not the Past! Fear not the Future! Be at the Present.

Digital Awareness Program

25.07.23

The Department of Computer Science conducted an awareness program on online activities such as mobile banking, internet banking for paying electricity bills, and UPI payment methods such as Gpay, Paytm, etc. for the benefit of the rural people of Kurukapuram village. They were educated with a projector for easy learning. About 30 people learned about the benefits and risks of using online services. Our well-trained volunteers guided the people to learn about the online services.



Eye Check up Camp

27.07.23



The Department of Microbiology conducted an eye camp in collaboration with Dr. Agarwal's Eye hospital, Rasipuram. The Eye Camp provides free eye care services to people in need. This camp was organized for the benefit of the citizens of Thoppupatti village. Eye camp offers a range of services, from eye examinations to treatments. Patients are assessed by medical professionals, who carry out a variety of tests to determine their vision health. These tests include visual acuity tests, eye pressure tests, tests for color blindness, etc. The results of these tests are used to identify the eye conditions and determine the most suitable treatment. The camp provides an opportunity to improve people's vision, health, and overall quality of life. About 52 people tested their eyes during the camp. 20 of our volunteers assisted the public in checking their eyes in the camp.

World Nature Conservation Day

01.08.23



The Department of biotechnology celebrated the world Nature Conservation Day at Moolappalayam village. The main objective behind celebrating the day is to conserve trees and animals that are on the verge of going extinct on the planet. The day also recognizes that a healthy environment is the foundation for a stable and productive society.

It is observed every year on July 28th to raise awareness of the importance of nature conservation. About 56 Students and two staff members participated in this event. The day was celebrated with tree plantations, village cleaning, and creating awareness among the people about conservation of nature. About 50 saplings were planted in and around the school and village.



Independence Day Celebration

15.08.23



The 75th Independence Day was celebrated on the college premises. **August 15** was a day of immense pride and joy for all Indians. On this day, we Indians celebrate our heroes and freedom fighters who sacrificed their lives for the nation to bring us freedom, peace, and joy.

Mr.Muthuvel Ramaswamy., Secretary, VANETRA Muthayammal Institutions, hoisted the national flag. The secretary of the institutes delivered a special address on the occasion, and he also listed out the freedom fighters sacrifices for the welfare of the nation. The celebration came to an end with the distribution of sweets to all our students and staff members.





Food is essential for the sustenance of life. Adulteration of food cheats the consumer and can pose a serious threat to their health. The consumer's real income is falling due to rising prices of even essential commodities. Psychologically, consumers pay more attention to the price of products than their quality when purchasing.

Food adulteration is a key reason for the numerous diseases prevailing among humans in the current situation. Diseases like diabetes, cancer, bone-related issues, and heart attacks can be greatly reduced by the intake of unadulterated food. People in urban areas have moved to organic food due to their increased awareness about food adulteration. People in rural areas are not aware of such food adulterants, and they are victimized by adulterated foods that are available to them at their footsteps. To create awareness among them, the Department of Chemistry organized an awareness program for the welfare of the people of Vadugam village. They have been trained on the methods of identifying adulterated foods.



World Entrepreneur's Day

21.08.23

The Department of Business Administration celebrated World Entrepreneur's Day on the college premises. The event aimed to inspire, educate, and encourage students to explore their entrepreneurial potential and foster innovation. To celebrate this event, young entrepreneurs Jc.S.Sekar, MD, Sun Milk Dairy and Jc.K.Sathishkumar, SK Chits Rasipuram invited as chief guests. They have shared the success stories of their respective businesses with students.

Also, they highlighted the opportunities to start new ventures in the future and the various supportive schemes offered by the governments to encourage the new entrepreneurs. Students gained valuable insights into the world of entrepreneurship and learned about various aspects of starting and running a successful business. This live program will encourage the students to think about innovative business.



The EDC and IIC cells of Muthayammal College of Arts and Science also celebrated World Entrepreneur Day in the college. This program was chaired by Dr. P. Selvakumaram, Director, Academics. About 45 students participated from various disciplines, including the arts, physical science, biological science, etc.

World photography day

22.08.23

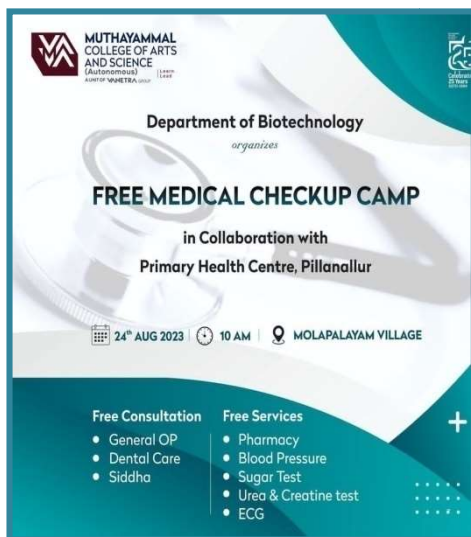


The Department of Zoology organized the College-Level Photography Week Celebration on August 22, 2023. The prime aim of the celebration was to bring about a heightened awareness of the importance of the environment among students, who were exposed to meticulously planned activities to inspire and motivate them to do their part in preserving the delicate ecosystem. To showcase the talents of the students, a photography contest was organized among them. They have actively participated and brought out their talents with different photos. At the end of the event, we displayed all the photos shot by students and distributed the prizes to the winners who had participated in the photo contest with the best theme. About 20 contestants participated in the event.



Health Camp

24.08.23



The primary objective of the village health outreach medical camp was to provide free medical services, consultations, and health education to the residents of Molapalayam village who have limited access to healthcare services.

A team of Pillanallur medical professionals, including doctors, nurses, and support staff, provided consultations to 300 participants during the camp. Common health issues addressed include dental, eye, siddha, etc. Basic diagnostic tests such as BP, sugar, ECG, urea, and creatine were conducted during the camp.

Medicines were distributed to patients on prescriptions provided by medical professionals. Health education sessions were conducted on hygiene, sanitation, nutrition, and preventive care to create awareness among the village people. Dr.Selvi., Block Medical Officer and President of molapalayam village initiated the camp. Volunteers played a key part in guiding the public during the camp.



Nutritional Awareness

29.08.23



Community College organized a nutritional awareness program at Vadugam village to promote healthy eating habits and increase nutritional awareness among the people. The prime aim is to educate the public about the importance of balanced nutrition and its impact on overall health. Some practical tips and guidelines were given to them for planning and maintaining a nutritional diet by Mr. S. Govarthanam, Health Inspector, Vennanthur. About 30 women participated in this program.

Gender Equality Day

29.08.23

In observance of Gender Equality Day, the Women's Forum orchestrated an engaging symposium featuring Dr. Nappinai Seran, a distinguished marital therapist and the visionary behind Psyhub. The discourse centered on the pertinent topics of gender-based violence and equity. The event was designed for students of all genders, aiming to enhance their comprehension of equity and underscore its profound significance.



She advocated for the elimination of both male and female dominance, and dominance within the same sex. Address was mainly focused on the women encountering not only sexual harassment but also mental and social harassment. She backed the women who would raise their voices for their rights, their freedom, and their genuine wants. She insisted that women should not submit to subjugation.



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RASIPURAM, NAMAKKAL Dt -637 408, TAMIL NADU, INDIA

Women's Forum
Organizes

EQUALITY DAY ♀
Uniting Against Gender - Based Violence & Prioritizing Mental Health 2k23

29th Aug 2023
10:30 AM
B Block Conference Hall

CHIEF GUEST
Dr. Nappinai Seran
Founder of Psyhub
Special Counsellor - Family Court
Consultant Psychologist & Mental Therapist
Chennai

Blood Donation Camp

30.08.23



A blood donation camp was conducted on the college premises. The focus of the camp is to promote awareness about the significance of blood donation and to persuade the students and faculty to contribute to this noble cause. The camp was organized by the Youth Red Cross and Red Ribbon Club in collaboration with Maruthi Blood Bank, Salem, and received an overwhelming response from the college community, which witnessed a significant number of voluntary donors.

75 units of blood were collected from the donors and contributed to the blood bank. Apart from the tangible impact, the camp also succeeded in creating lasting awareness among the college community about the importance of regular blood donation. Many participants expressed their intention to become regular blood donors and to encourage others to do the same.



Teacher's Day Celebration

05.09.23

The celebration of this special day held at the college premises on September 5th was a memorable event that paid honor to the dedicated educators who shape the future of our society. The aim is to express gratitude and appreciation for the tireless efforts of the teachers in imparting knowledge and nurturing young minds. Students from various departments celebrated this event in a gracious manner and conveyed their heartfelt thanks to the tutors.



A number of students delivered earnest speeches, expressing their gratitude and admiration for the teachers. They shared personal anecdotes and experiences that highlighted the positive impact that teachers had on their lives. These speeches resonated deeply with both the teachers and the audience. The event will build strong bonds between the student community and teachers.



Literacy Day Celebration

11.09.23

A literacy-cum-signature practice camp was organized by the department of Tamil at Velamapalayam village. The camp aimed to promote literacy, foster a love for reading, and enhance language skills among participants. Around 32 non-literate men and women of the village willingly participated in the camp. They were trained to put their Signatures by the volunteers.



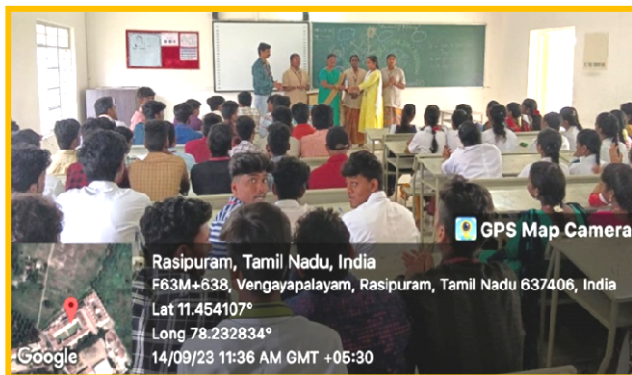
Post-camp assessments revealed a significant improvement in writing and reading fluency among other participants. At the end of the program, the president conveyed his thanks to the volunteers for their services.

World Ozone Day Celebration

14.09.23

The Department of Biotechnology feels delighted to conduct the World Ozone Day Celebration. The ozone layer acts as a shield for life on Earth. Ozone is good at trapping a type of radiation called ultraviolet radiation, or UV light, which can penetrate organisms and protective layers, like skin. The United Nations General Assembly proclaimed September 16 the International Day for the Preservation of the Ozone Layer.

In this connection, we conducted an art competition for the benefit of students. Dr. A. Stella Baby, Vice Principal, Muthayammal College of Arts and Science (Autonomous), Rasipuram, delivered an awareness speech on fixing the ozone layer and reducing climate change, and at the end of the event, she distributed the prizes to the winners and exceptional achievers. Staff members and students participated in this programme.



Awareness Program on Girl Child Education

14.09.23

Girls' education is of paramount importance for numerous reasons and it plays a crucial role in the overall development of a society. It enables to have a voice and make informed decisions about their lives. It also promotes gender equality by breaking down traditional gender roles and stereotypes.



In this connection, awareness was created among the young girls at school. In the modern world, women are achieving a lot in all fields. We strongly hope that girls are born to win. The teachers, parents, and everyone else play a crucial role in motivating the young girls from the school to achieve a lot in their respective fields. It will make a huge change in girl's education.

A programme on Navigating the Path: Exploring Public Service Exams and the “Art of Public Speaking” was organized by Career Awareness Programme Cell at Muthayammal College of Arts and Science, Rasipuram on 21.09.2023 to provide Career Guidance to the students.

Dr. Anbu Arumugam, Senior Assistant Professor & Head, Department of Public Administration, Government Arts College for Men (Autonomous), Nandanam, Chennai oriented the students with the molecules to grab success in the Civil Service Examinations. About 370 students actively participated in this program.

She navigated the students towards exploring about active examinations, categories under UPSC examinations, examination schedules and patterns, preparation for the examinations, Eligibility and duration of examinations and effective communication during interviews.



Tree Plantation

22.09.23



Volunteers of NSS planted 75 saplings in Kattanachampatti Village with the aim of contributing to the environment and the community. It supports ambiance transformation and gets healthier air and water quality in the village. Selected native trees are well suited to the local climate and soil conditions.

We believe that this initiative will have a positive and long-lasting impact on the environment and the community. Mulching and protection measures were implemented to shield the young tree from adverse weather conditions and grazing. About 25 volunteers participated in the plantation process.



Eye Screening Camp

22.09.23



An eye camp at a large scale to an extent was organized by the YRC & RRC Cell of in association with Aravind Eye Hospital, Madurai. It provided essential eye care services to the academic and non academic staff of Vanetra Muthayammal Institutions, A total of 200 members had their eyes checked and 64 had been provided eye glasses on nominal cost and 20 had been referred for free eye operation.

The event not only addressed immediate vision needs but also promoted awareness of eye health, emphasizing the importance of regular check-ups. This collaborative initiative showcased the commitment of both institutions to community welfare and healthcare excellence. The eye camp played a pivotal role in delivering essential eye care services to the community, contributing to early detection and treatment of eye conditions.



Mrs. Vanessa Peter, Social Activist and founder of IRCDUC, Chennai deliberated on THE ROLE OF CIVIC PARTICIPATION IN SHAPING SOCIETAL DEVELOPMENT at the program organized by Human Rights Cell & Citizen Consumer Club on 25.09.2023 in the college campus. About 350 students participated in the program.



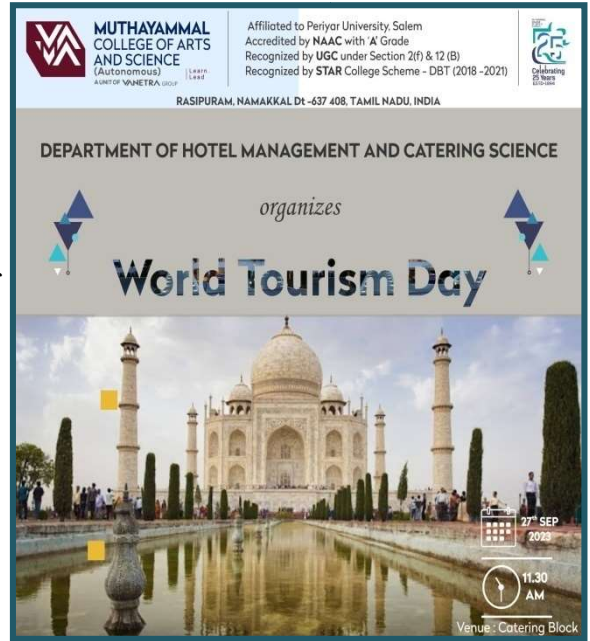
Her deliberations revolved around the process in which the people would take collective action to address issues of public concern and instrumental to democracy. She wanted the full spectrum of students involvement in civic life to render community service to promote societal development.



World Tourism Day

27.09.23

The Department of Hotel Management and Catering Science celebrated the World Tourism Day on 27th September . To raise the awareness about the importance of tourism among the student community and promote sustainable and responsible tourism practices, showcase the cultural diversity of different regions. Students prepared various dishes to showcase their talents, and the celebration was painted with a tinge of tourism and the students surfaced their skills with a display WORLD WONDERS in vegetable carvings and delicious wedding cakes and pastries.



College Bazaar - 2023

04.10.23

Muthayammal Community College organized a three-day college bazaar event in the college premises in collaboration with the Tamil Nadu Corporation for Development of Women Ltd. for Self-Help Groups, Namakkal District. About 35 self-help groups brought their handmade goods to market among the students. The College offered a platform to market their



products and earns profits to run their business in a healthier way. Also, students are advised to get involved in marketing the products to learn concerning business tactic. About 50 students got involved in selling the products. In three days, 4500 students visited the stalls and bought various products to meet their needs.



Thiru.K.R.N. Rajeshkumar, M.P., inaugurated the first sales of the bazaar. The total sales were Rs. 2,60,200. Different district self-help groups earned a good profit from the three-day business. We hope that it will aid them in increasing their business turnover.

Tree Club 10.10.23

The department of statistics formed a tree club in the kattanacham patti village. The public and youth of the villages are members of the club. The main motive of the club is to protect the environment and fashion a tiny green village.



Volunteers planted about 20 saplings in the surroundings of the village and distributed 30 varieties of saplings to the public. They were also involved in the cleaning process at the school and temple campuses.

Dr.U.Vijayabanu, Assistant Professor of Psychology, VIT, Chennai dwelt upon "UNLOCKING THE SECRETS OF A JOYFUL MIND AND EXPLORING THE SCIENCE OF HAPPINESS IN THE BRAIN" on 13th October 2023 at the campus on the occasion of "WORLD MENTAL HEALTH DAY" celebrated by women's forum .



She ascertained that, Petty things should not be ignored because they might even provide a source of joy. She emphasized that both right and left sides of the brain should be kept proportionally active. She discussed at length that, people should avoid Negativeness, Avoidness, Emotion -Driven Behavior and Self criticism to reap robust outputs.

She demonstrated some exercises to keep the brain active and alert. She concluded the discussion with a formula to dazzle in life: "Take up one idea! Make it your life! Dream of it! Live on it! About 350 Students participated in this celebration.



The Department of Biochemistry conducted a successful medicinal plant awareness program for the public in Velampalayam village. This initiative designed to uphold awareness about the diverse world of medicinal plants and their impact in healthcare. There were about 20 students and two staff members, making it a remarkable success.



Participants gained a deeper understanding of the diverse collection of medicinal plants and their importance in healthcare. Participants expressed a keen attention in continuing to explore the subject further and to cultivate medicinal plants at their home. The medicinal plants were distributed to the public at the end of the event.



The Department of Electronics and Communication extended their service as a part of their activities to the people of Muniyappanpalayam village with the assistance of 20 volunteers under the guidance of two faculty members on 20.10.23. Around 100 members of the public in the village were exposed to the issue of E-waste. And they are thought with the E-Waste management principles and trained them to safe handling of their home appliances.



All the people are using electronic devices in their homes, and they are not aware of how to dispose of the e-waste in a safe manner. Our team of volunteers brought people together in a common place for the purpose of providing training on the safe disposal of the e-waste. Some of the materials cannot be recycled, so dispose of them in an environmentally friendly manner.

The Human Rights Cell planned to create digital awareness among the public in Pattanam Muniyappam Palyam village. A set of volunteers was selected to orient them before visiting the village to educate the people in a right way.

About 45 members of the public and 15 students, along with two faculty members, participated in the program. People were oriented about various online services such as linking EB bills with their Aadhaar cards, updating their Ration Card details, recharging methods, etc. Volunteers conducted demos with the people at their doorstep for easy understanding.

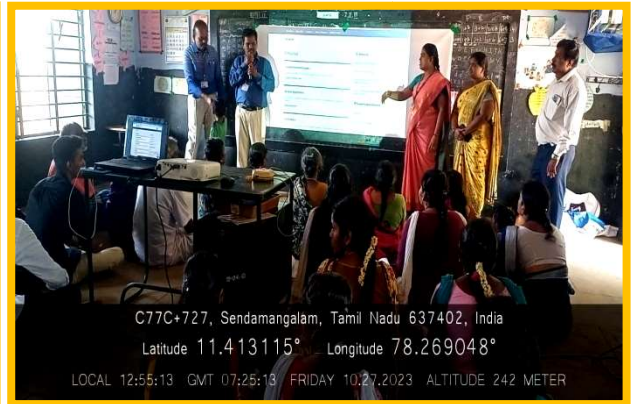
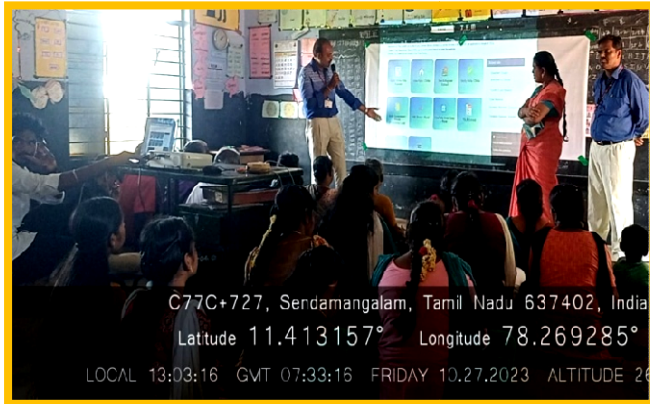


Digital Awareness Program 28.10.23

E-governance is all about the implementation of information and communication technologies (ICT) to help the government in administration, support public services, and create relationships among its citizens. Hence, this programme was planned to raise awareness among the people living in Echampatti village.

Around 85 members of the public and 15 students, along with 3 faculty members, participated in the program. During the programme, people gained awareness about various e-portal services of the Govt. of Tamil Nadu, such as linking EB bills with their Aadhaar cards, updating their Ration Card details, Patta Chitta, checking the status of Varisu Certificates, etc.

The volunteers played a vital role in making this camp a grand success, and the awareness session enlightened the minds of rural people on how basic technology works and how to navigate its various menus and options using their own digital gadgets in a productive way. This program organized by the department of BCA.



Financial Literacy Program 31.10.23

The Department of Commerce conducted a financial literacy awareness program at seerapalli. Mrs. G. Logambal, president of the Seerapalli town panchayat, inaugurated the awareness program. Promoting financial literacy among the public is crucial in today’s digital world. We offered them precious guidelines to raise awareness about cyber threats.

About 75 members of the public participated in the awareness program. Advise them to safeguard themselves from cyber threats like fraud and scams, identity theft, etc. We also advised them not to share the OTP, Aadhar number, password, etc. unnecessarily with others.

Many people are not aware of how to fill out bank applications like deposit slips, withdrawal forms, etc. For practice learning, they were supplied with various forms to fill out on the spot.



Ullatchi Thinam (Local Bodies Day) was celebrated at Kondappanaickenpatti village near Sendamangalam on 01.11.2023. During the Gramasabha meeting, 250 public, 40 NSS student-volunteers and two Programme Officers were present at the venue. The Panchayat Assistant presented a report on the income and expenditure of the Panchayat.



The President, vice president and the assistant clarified the queries raised by the people. They had an elaborate discussion on the implementation of welfare measures to uplift the village. NSS volunteers had an interaction with the conservancy staff to know about their service to the society and then they took up the task of environmental cleaning.

Gender Equality Awareness Program

01.11.23

Nine students and three faculty members representing Women's Forum & Anti Sexual Harassment and Gender Violation Cell of MCAS visited Moolapalayam village on 01-11-2023 with a mission to create awareness among women about Gender Equality.



At the Grama Sabha meeting, the team asserted that Gender Equality is the essential commodity to develop and achieved peaceful society with human potential and sustainable development. It was also outlined that women should have an awakening about to be treated equally in social and economic aspects and not to be discriminated on the basis of Gender.



Women's Forum and Anti-Sexual Harassment and Gender Violation Cell and team of faculty members and students visited Government Higher Sec. School in Kondayamalli and Koodamalai and Thammampatti to caution the girls to be hawkeyed about SAFE AND UNSAFE TOUCHES and create an intuition about Gender Equality.

The team asserted that Gender Equality is the essential commodity to develop and achieve a peaceful society with human potential and sustainable development. The girls were offered guidelines to identify the safe and unsafe touches and to safeguard them from unsafe touches that would violate their privacy, safety and dignity. The child (1098) and women helpline numbers (181) had been given to the girls to seek help at the times of issues. Pamphlets on educating them about different touches were issued to all the girls. Some games were conducted to recreate them.



Smt. A.S.Kumari, Chairperson, TamilNadu State Commission for Women, Smt. Vetha Piravi, Inspector of Police, Cyber Crime Police Station, Namakkal District and Smt. K. Prabha, District Social Welfare Officer, Namakkal, made lively the awareness programme on "Women Empowerment, Women Rights and Cyber Security for Women" organized by the Women's Forum of MCAS on 09.11.2023 with their deliberations on Women's sense of self-worth, their right to determine choices, Cyber Security to protect an organization and its employees and assets against cyber threats, the women Welfare Schemes such as Pudhumaipenn Scheme, Chief Minister's Girl-Child Protection Scheme and the Vigilant and Sensible use of social media such as Whatsapp, Face book, Instagram etc..



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Women's Forum
 organizes

An Awareness Programme on Women Empowerment, Women Rights and Cyber Security for women

Chief Guest
Mrs. A.S. Kumari
 Chairman
 Tamil Nadu State Commission for Women

9th NOV 2023 2:00 PM B-BLOCK CONFERENCE HALL

100 YEARS

NAMAKKAL DISTRICT
TAMILNADU STATE COMMISSION FOR WOMEN
IN COLLABORATION WITH
MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE

Awareness Programme on
WOMEN EMPOWRMENT, WOMEN RIGHTS AND
CYBER SECURITY FOR WOMEN

Date : 09.11.2023 Place : MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE
 Rasipuram, Namakkal - 637408

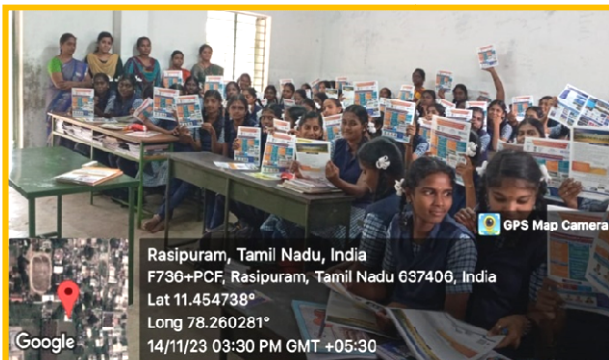
Women's Forum of MCAS paid a visit to the Panchayat Union Primary School in Kattanachampatty and Children's Day was celebrated involving almost the whole student-community of the school. All the students got enthused and took part in the games conducted. The environment was enlivened with the hue and cry of the children. The winners had been presented gifts.

An awareness about the Safe and unsafe touches was created amidst the students and they were instructed to be very cautious about the unsafe touches and elude them by being shrewd and smart.



Gender Equality Awareness Programs

Name of the School	Program Date	Beneficiaries
Namagiripettai	14.11.23	105
Puthiragoundampalayam	17.11.23	405
Vadugam	20.11.23	70
Puthupalayam	27.11.23	371
Tho.Jedarpalayam	28.11.23	746





Vanetra Muthayammal Institutions in association with Salem Round Table 28 and Salem Ladies Circle 28 organized an event to create awareness among the parents and the students of the Primary School at Vengayapalayam about the importance of good health and the need for feeding the children with nutritious diets.



Health Kits were distributed to 35 primary school students on 21.11.23 in the presence of Thiru.K.P.Ramaswamy, Chairman of Vanetra Muthayammal Institutions, Tr.K.K.Palanivel., (SRT - 28) and Cr.D.Priyanka (SLC - 28) .



Soil Day Celebration 06.12.23

The Department of Biotechnology observes World Soil Day every year on December 5th to raise awareness about the importance of soil for the sustenance of life on earth. During the event, we organized a rally in Singlanthapuram village to create awareness among the people. Mr. K. Murali, panchayat secretary, inaugurated the program. Being a farmer, he explained to people the importance of soil and how precious it is to farmers. He also highlighted the various types of soil in the village and suitable crops for each type. 55 students actively participate in the awareness programme under the guidance of faculty members. At the end of the event, 20 saplings were planted in the village.



Empowering Minds: Exploring the Indian Constitution & Beginner Level Consumer Rights for Students

09.12.23





Former Madras High Court Judge, Justice G.M. Akbar Ali, enlightened the students on the significance of the Indian Constitution and basic consumer rights. He stated clearly that Indian Constitution has been higher education. Indian Constitution, He added would always aim at has been laid on solid foundation of the dogma such as secularism, socialism and universal brotherhood. He pointed out that constitution preserves all citizens that they could raise their voices for their rights.

He made the students aware of the fact that consumers could seek justice in case of any dissatisfaction or displeasure over the products they bought and could claim exchange of products in case of defects. He interacted with the students cheerfully and offered clarity to their clarifications.

Blood Donation Camp 14.12.23

A blood donation camp was conducted at the Government Blood Bank, Rasipuram, on 14.12.2023. The event aimed to promote awareness about the importance of blood donation and encourage people to contribute to this noble cause. The camp was organized by the Rotary Club of Rasipuram Royal, YRC & RRC Cell in collaboration with the Government Hospital, Rasipuram. It received an overwhelming response from the college community and witnessed a significant number of voluntary donations.

10 units of blood were donated by the volunteers of the Youth Red Cross and Red Ribbon Club in the camp. Apart from the tangible impact, the camp also succeeded in creating lasting awareness among the college community about the importance of regular blood donation. Many participants expressed their intension to become regular blood donors and to encourage others to do the same.



DENGUE AWARENESS RALLY**15.12.23**

60 NSS Volunteers and three Programme Officers undertook a FEVER AND DENGUE AWARENESS RALLY in Rasipuram in association with rotary club, Rasipuram on 15.12.2023 to spread awareness about the need for keeping their environment clean to avoid health hazards.



The Volunteers rallied through the main streets of Rasipuram and Campaigned among the public about the facts about fever and Dengue symptoms and the preventive measures to keep the diseases afar. Thiru.T.K.K. SENTHILKUMAR, Deputy Superintendent of Police, Rasipuram, inaugurated the rally.

**Swatch Bharath & Tree Plantation****15.12.23**

The Department of Hotel Management and Catering Science carried out an extension activity with 16 volunteers under the guidance of two staff members at Singalandapuram village on December 15, 2023, to raise awareness among the village people about cleanliness in their surroundings.

Volunteers cleaned the unwanted bushy areas in the village under the Swatch Abhiyan scheme. They raised awareness about the abolition of open defecation among the people. They planted 15 saplings in the village under the guidance of the village president to keep the environment green and hygienic.



The primary objective of this initiative was to empower and enlighten the young generation, providing them with comprehensive knowledge about the causes and consequences of AIDS. The program aimed to foster a sense of responsibility, promote safe practices, and eliminate stigmas associated with HIV/AIDS. This awareness program was conducted to create awareness among the public through volunteers. The volunteers were instructed to create awareness among the community to protect themselves from this disease. Mrs. S. Kousalya, President of the HIV Positive People Welfare Society, Namakkal informed the volunteers that recently, the young people were affected by the unhealthy contact. Behind this, social media plays a major role, and it is also one of the causes of unhealthy contact. The Program was organized by YRC and RRC in association with primary health centre, Namagiripet.



Organized by



Blood Donation Camp

22.12.23

YRC and RRC organized a blood donation camp in the college premises in association with Salem Ladies Circle 28 and Government Hospital, Namakkal. The aim of the event is to promote awareness about the importance of blood donation and encourage students, faculty, and staff to contribute to this noble cause.



50 units of blood were collected from the donors and contributed to the Namakkal government hospital. Apart from the tangible impact, the camp also succeeded in creating lasting awareness among the college community about the importance of regular blood donation. Many participants expressed their intention to become regular blood donors and to encourage others to do the same.



Plastic Awareness Program

28.12.23

The Plastic Awareness Program was initiated with the objective of raising awareness about the environmental impact of plastic usage and promoting sustainable practices within the community. The program aimed to educate participants about the adverse effects of plastic on ecosystems, human health, and encourage the adoption of eco-friendly alternatives. The overall response from participants indicates a positive shift in awareness and behavior.

About 25 NSS volunteers camped at Arasapalayam village to raise awareness among the public. The volunteers visited every door and cautioned the people to avoid using plastic products. They collected 13 kgs of plastic goods from the household and handed over it to the village Panchayat President for safe disposal.



Gender Equality Awareness Programs

Name of the School		Program Date	Beneficiaries
Kalappanaikanpatti	➔	03.01.24	61
Singalanthapuram	➔	03.01.24	65
Belukurichi	➔	03.01.24	50
Malliyakarai	➔	03.01.24	150
Velagoundampatti	➔	03.01.24	50
Bommampatti	➔	03.01.24	51
Periyamalani	➔	03.01.24	120
Valayapatti	➔	04.01.24	280
Erumapatti	➔	04.01.24	113
Pottireddipatti	➔	04.01.24	94
R.Pattanam	➔	04.01.24	340
Elur	➔	04.01.24	146
Thirumalaipatti	➔	04.01.24	102
Venanthur	➔	05.01.24	160
Mallasamuthiram	➔	05.01.24	125
Namakkal - Girls	➔	05.01.24	340
Elachipalayam	➔	08.01.24	213
Pachal	➔	08.01.24	78
Kalangani	➔	08.01.24	110
Manickampalayam	➔	08.01.24	158
Puthuchatram	➔	08.01.24	110

The department of zoology organized the Road Safety Awareness Rally, which was held at Molapalayam village to raise awareness about road safety issues and promote responsible behavior on the roads. The event aimed to educate the public about the importance of adhering to traffic rules, wearing seat belts, and avoiding distracted driving. Pamphlets, brochures, and other informative materials were distributed to the public, especially youth. The event not only educated the public but also served as a reminder that every individual plays a crucial role in promoting road safety. About 47 volunteers participated in the rally.



Students from the Department of Commerce visited the orphanage home located in Salem. About 25 children are staying at the home. They belong to different age groups. Volunteers collected a minimum amount of donations from their friends to distribute the lunch to the orphanage. They have arranged lunch from the hotel and distributed it to all the children living in the home. They extended their supporting hands to the orphanage home, and this is the best initiative taken by the volunteers. To motivate the children, volunteers spent a few hours with them. It shows the philanthropic spirit of the students and their concern for society.



Gender Equality Awareness Programs

Name of the School	Program Date	Beneficiaries
Vaiyappamalai	09.01.24	450
Rasipuram	09.01.24	218
Mohanur	09.01.24	86
Sivanantha salai - Girls	09.01.24	50
National Girls	09.01.24	52
Paramathy	10.01.24	85
Velur	10.01.24	70
Komarapalayam	10.01.24	598
Kandampalayam	10.01.24	186

Orphanage Home Visit

12.01.24

Volunteers from the Commerce discipline visited the “Anaikkum karangal” home located in Rasipuram. About 160 persons are residing at the home and belong to different age groups. Volunteers visited the home to distribute the lunch to all the persons residing at home. They have arranged lunch from the hotel and distributed it to all. They extended their supports to the home by distributing certain essential things. This is the best initiative taken by the volunteers. It shows the philanthropic spirit of the students and their concern for society.



Old Age Home Visit

23.01.24

Volunteers of Microbiology department paid a visit to the SARON Old Age Home situated at Namagiripettai to distribute the essentials like medicine, cloth, grocery, etc. It was a charitable visit to create among the inmates of the home a great hope and attachment to life. The team of students (17) and staff members (2) had friendly and cordially interacted with the deserted and the destitute to keep alive their more; strength and make them feel that there are people to care for them and their needs.

The environment of the home was a bit different than we expected. When we reached there, we could see the happiness in their eyes. They looked happy, but still we can feel their pain of not being able to live dear ones. But still, it looked like a big joint family. About 37 persons benefitted.



Road Safety Awareness Program

23.01.24

JCI Rasipuram Metro **50th ANNIVERSARY**

சாலை பாதுகாப்பு விழிப்புணர்வு பேரணி

CHIEF GUEST
K. SELVARAJAN
INSPECTOR OF POLICE
RASIPURAM POLICE STATION

GUEST OF HONOUR
JCI SEN G. PAVITHRA
ZONE DIRECTOR - COMMUNITY DEVELOPMENT
ZONE XXIX, JCI INDIA

Tuesday | 23 JAN 2024 | Starts from 10.00 AM

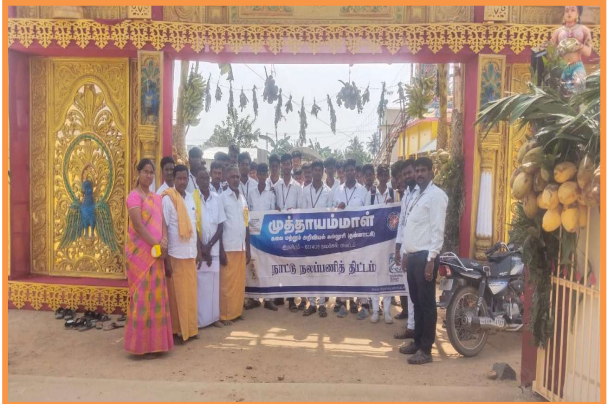
The aim of the awareness program is to reduce the risk of road accidents and road side injury because of the mistakes of people while driving on the road. We cannot count the daily road side accidents and death of people because of the driving mistakes and lack of road traffic rules followers. It is found that most of the hospitalization cases and leading cause of death are because of the road trauma.

Thiru.K.Selvarajan., Inspector of Police and JCI SEN G.Pavithra., inaugurated the awareness rally. Traffic rules pamphlet distributed by the volunteers to the youngsters and advised them to follow the rules of the traffic. This program organized by the department of Business Administration in association with JCI, Rasipuram.



Consecration ceremony – Services to Devotees 24.01.24

NSS volunteers offered their valuable services to the devotees during the consecration ceremony at Thengalpalayam village. About 25 volunteers are involved in regulating the devotees. They served food and water to the devotees and assisted in protection activities with the police. More than 1500 devotees participated. Volunteers provided support to maintain the queue of devotees during the ceremony to avoid an unwanted crowd.



Hands on Training on HOOP Art Designing 29.01.24

The department of textile and fashion design organized hands-on training on hoop art design for the benefit of school students at Namagripettai. Students of the concerned school have been offered training to acquire hand embroidery skills. They have been exposed to skills in hand embroidery design, design tracing, needle and thread handling, and basic hand embroidery stitches. Twenty-one students and two faculty members of the department of textile and fashion design instilled in the students the vigor to acquire entrepreneurial skills in order to become entrepreneurs. About 100 girls participated in this event at the government school.



Literacy Camp **30.01.24**

The department of English conducted a literacy camp at Kttanchampatti village. Around 65 people benefited from this program. They felt that it was a nice experience for them. They became aware of how to fill out the bank challan and withdraw amounts from the banks. Volunteers explained how to fill the form step by step in trouble - free manner. They also informed them about digital literacy and explained the impact of OTP.



Community College organized an energy conservation awareness program at Vadugam village. Raising awareness about the significance of energy conservation and endowing individuals with information on how they can contribute to energy efficiency. The aim of this event is to encourage individuals to adopt energy-conscious behaviors, such as turning off lights and electronics when not in use, which can contribute to overall energy conservation. It not only helps shield the atmosphere but also leads to cost savings and increased energy security. About 70 people benefited from this event. Volunteers highlighted energy conservation among the public.



To help the residents of Vadugam village, the department of chemistry has arranged a skill development program (Suyathozhil Karpom). About 94 people actively participated in this program training to learn the methods of preparation of various house cleaning products like phenol, soap oil, soap, and detergent powder. For easy learning purpose, a demo session was conducted for them.



They gained the knowledge to prepare the products for their own use. If they become experts, they may produce them for commercial purposes. They can choose to turn their skills into a small business, which can generate income.



Tree Plantation and Awareness Program 02.02.24

PLANT TREES ! PROTECT THE EARTH ! PRESERVE THE GREENERY !

20 students and two faculty members of the department of Physics organized a tree plantation campaign in C.S.Puram village. Volunteers planted trees of varieties at the prime locations of the village and raised awareness among the people on the importance of planting trees which are the foundation of supporting life on earth by providing oxygen, conserving water, preserving soil and supporting wild life. About 35 saplings planted in the village.



Pick up! Pitch in! Keep the environment clean

Twenty NSS volunteers and one Programme Officer, as a part of their campaign, undertook the service of cleaning the campus of Rasipuram Taluk office that has been ignored and unattended to for a long time teeming with dense grass, thorny bushes and harmful insects.

The volunteers collected heaps of garbage and plastic materials thrown away by the visitors hither and thither and disposed them into the dustbins. They requested the public to be extra - civic and deposit the wastes in the dustbins provided and help in keeping the campus hygienic.

**“PREVENTION IS BETTER THAN CURE”**

The Department of Biochemistry organized a “Cancer Awareness Programme in Velampalayam village. About 25 students participated in this program. The poor awareness level among rural areas proves the call for health education and knowledge regarding cancer. So this initiative was done to raise awareness about the prevalence, prevention, and treatment of various forms of cancer, emphasizing the importance of early detection and supportive care among the rural people in Velampalayam. The main motive is to empower people to stay ahead of cancer through prevention and early detection. About 50 people benefited from this event.



Cell for Physically Challenged organized a World Disability Day celebration at Government Higher secondary school, Thoppapatti Jedarpalayam for the benefit of differently abled students of school and colleges.



The prime motto is to promote the rights and well being of persons with disabilities at every level of society and development to raise awareness of the situation of PWDs in all aspects of political, social, economic and cultural life.

The motivations and Govt. policy & Schemes were highlighted among the students by Mr.K.Prakash., DDAWO, Collectorate campus, Namakkal. The program commenced in the presence of HM and at the end of the session hygienic lunch provided to all. About 31 students participated in this celebration.

The Department of Computer Science organized a one-day digital awareness camp for the welfare of school students at Andalore Gate. Learning the technology of artificial intelligence is the need of the hour for students. They have raised awareness about various applications of artificial intelligence. About 50 school students learned about artificial intelligence..





Students were highlighted the importance of having an email account for communication and accessing the various online services. The camp also listed out the benefits of creating a Gmail account, such as access to Google Drive for cloud storage, Google Docs for document creation, and Gmail for email communication.

Blood Donation Camp **20.02.24**

YRC and RRC organized a blood donation camp in the college premises in association with Maruthi Blood Bank, Salem. The aim of the event is to promote awareness about the importance of blood donation and encourage students, faculty, and staff to contribute to this noble cause.



53 units of blood were collected from the donors and contributed to the Maruthi Blood Bank, Salem. Apart from the tangible impact, the camp also succeeded in creating lasting awareness among the college community about the importance of regular blood donation. Many participants expressed their intention to become regular blood donors and to encourage others to do so.



Health Checkup Camp

22.02.24

The department of mathematics organized a one-day health camp at Muniyappampalayam village for the welfare of the public. The main aim of the camps is to provide comprehensive health assessments and screenings to the community members, aiming to promote health awareness and early detection of health issues. Various eye screening tests were conducted with the participants to detect and address vision problems early and promote eye health awareness.

During a general health camp, healthcare professionals such as doctors, nurses, and volunteers conduct various health screenings, including measuring blood pressure, blood sugar levels, BMI (body mass index), and offering general medical advice. Essential medicines were distributed; these medicines are typically basic over-the-counter drugs or prescription medications for common ailments such as fever, cough, cold, pain relief, etc. About 98 public benefitted from this camp.



Financial Literacy Camp

23.02.24

The Department of Commerce conducted a financial literacy awareness program at seerapalli. Promoting financial literacy among the public is crucial in today's digital world. About 85 members of the public participated in the awareness program. Advise them to safeguard themselves from cyber threats like fraud and scams, identity theft, etc. Many people are not aware of how to fill out bank applications like deposit slips, withdrawal forms, etc. For practice learning, they were supplied with various forms to fill out on the spot.



A one-week NSS special camp was organized at Arasappalayam village with 180 volunteers from February 24 to February 28, 2024. The camp was inaugurated by Thiru.K.P. Ramaswamy., Chairman, Vanetra Muthayammal Institutions, in the presence of Thiru.K.P. Jeganathan, Chairman, Pillanallur Union, who addressed the gathering. Dr.R. Selvakumaran, director of academics; Mrs.Ramayee Rajendren, president; Thiru M. Rangasamy, vice president; and S. Chandrasekaran, secretary of Arasappalayam Village, participated in the induction ceremony. Special camp tasks commenced with the planting of saplings on the roadside.



A girl dreams high! Let her fly high!

Women's Forum, to mark the significance of GIRL CHILD PROTECTION DAY, organized a rally at Arasapalayaam village on 24.02.2024. The students and the faculty rallied through the prime locations of the village propagating a clear message that the society must eye on preventing gender discrimination, protecting the rights of the girl child, providing social and financial support to her and ensuring education to the girl child particularly.



The Youth Red Cross and Red Ribbon Club organized a health checkup camp for the benefit of the public at Arasapalayaam village. The prime motto of the camp is to carry out a limited health intervention among the underprivileged village people. The poor people attended these camps to get free checkups. Getting the appropriate kind of health checkup is vital for every human being.

About 34 members of the village participated in the camp, and they were educated and motivated with regards to hygiene maintenance. A few of the people were referred for treatment. The volunteer students of the club carried out the tests and played a vital role in making the camp a success with their dedication and guidance.



Old Age Home Visits

24.02.24 & 26.02.24

Volunteers from the Commerce discipline visited the “Oontrucol Old age home” and Social awareness and Cultural Society orphanage home located in Nilavarapatti and salem respectively. About 55 persons are residing at the homes and belong to different age groups. Volunteers visited the homes to distribute the lunch to all the persons residing at home. They have arranged lunch from the hotel and distributed it to all. They extended their supports to the home by distributing certain essential things. This is the best initiative taken by the volunteers. It shows the philanthropic spirit of the students and their concern for society.



World Disability Day

27.02.24

Muthayammal College of Arts and Science, Cell for Physically Challenged organized a World Disability day celebration at Government Higher secondary school, Thoppapatti Jedarpalayam for the benefit of disabled students of school and colleges.



The prime motto is to promote the rights and well being of persons with disabilities at every level of society and development to raise awareness of the situation of persons with disabilities in all aspects of political, social, economic and cultural life. About 31 disabled students participated in the celebration.

Few of the students were referred to apply scholarship in District Disability Welfare Office at Namakkal. The motivations and Govt. policy & Schemes were given by Mr.P.Prakash., District Disability Abled Welfare officer, Collectorate campus, Namakkal. The program commenced in the presence of HM and at the end of the session hygienic lunch provided to all.

College Bazaar

27.02.24 & 28.02.24



Community College organized 'College Bazaar 2024' at Muthayammal College of Arts and Science Campus from 27.02.2024 to 28.02.2024. Around 32 stalls for students and a women's self- group have been set up. In these stalls, various types of their own-made products, like ornaments, garments, and food products, have been displayed for sale.

The College Bazaar was an added advantage not only for rural women but also for students. The main aim of this bazaar is to develop entrepreneurial skills among the student community. It offered a wonderful platform for both rural women and students to develop their financial literacy. Total sales were Rs. 1,44,450.



Literacy Camp

28.02.24

A literacy-cum-signature practice camp was organized by the department of Tamil at Velamapalayam village. The camp aimed to promote literacy, foster a love for reading, and enhance language skills among participants. Around 39 non-literate men and women of the village willingly participated in the camp. They were trained to put their Signatures by the volunteers



Literacy Camp

11.03.24

The department of English organized a literacy camp at kattanachampatti village with the support of volunteers. Volunteers run the risk of taking challan form from State Bank of India and Canara Bank. Then, they tried their level best to show how to fill out a bank challan and what are the steps involved in filling out a challan. They explained how to fill the form step by step by using simple language. The main objective was to give awareness about financial literacy and banking skills. Our students evinced a keen interest in enhancing their digital knowledge and demonstrated how to do it. About 30 people benefitted in this camp.



Awareness Program on Savings Habits

13.03.24

The Department of Business Administration organized an awareness program on savings habits among the rural masses at Muthukalipatti village. The majority of rural households are small farmers, and as such, a significant part of their non-farm income comes from small and medium enterprises. They have advised saving a small amount of money from their regular income for the future.

Saving is an important habit to get into for a number of reasons. It helps to cover future expenses, manage financial stress, and meet emergency situations. Educating people about the qualities of saving might motivate them to save more. Most people know they should be saving a portion of their income, but they might not grasp all of the benefits of doing so. About 130 people benefited from this program.



Millet Food Distribution

14.03.24



The department of HMCS distributed Millet food to patients at government hospital, Namagiripettai. It is a positive step towards providing nutritious and diverse meals for those in medical care. Millets, being a group of small-seeded grains, are rich in nutrients such as fiber, vitamins, and minerals, making them a healthy



addition to any diet. Volunteers prepared the millet foods in the department of Hotel and catering management. About 100 patients benefitted. Dr. S.Dayasanakar- Medical Officer and Mr.A.Manikandan- Health Inspector, Govt. Primary Health Centre, Namagiripettai inaugurated the ceremony.