REPORT

2017 - 2018

1.1.1 Conduct Certificate Course for 30 students on Multimedia for Lifelong Learning and ODL.

The activities for the current phase of the agreement are presented as follows:

AAC planned to conduct a certificate course on Multimedia for Lifelong, learning. With regard to this, the information about the proposed Certificate Course was circulated to the students through college notice board and public announcement. The issue of application was started on 4th August 2017



and subsequently filled applications were being received till 10th August 2017. Totally 150 students have been applied only 30were admitted. (15 Male and 15 Female). Theory classes and lab-based practical classes were conducted regularly. So far, all 52 Theory classes with class duration of 1.5 hours per session have been conducted in addition to lab-based practical class.

Further, 15 lab practical classes with class duration of 4 hours per lab session were conducted, the students received hands-on experiences in1.Power point and it is applications, 2. Macromedia Flash, 3. Photoshop, 4. Corel Draw, 5. Windows Movie Maker, 6. Voice Recording and Editing and 7. Video Coverage cum Editing

Evaluation

At the end of the semester, examination was conducted for the 30 students who successfully completed the course and the certificate will be given to them at the time of their graduation.

Field Work& Exposure Visit

Students were taken to the nearby villages to interact with the farmers and to know the cultivation practices and techniques. The students were divided into 5 groups with each group consisting of 5 members. They were made to prepare their own content titled on brinjal cultivation, tomato cultivation, and Best management of Brinjal, Disease management of tomato and methods of goat rearing. (Each group has 5 students). Exposure visit is one of the components of L3 Multimedia and as a part of curriculum visits to

VIDIYAL and RSGA took place on 4th March and 7th March 2018. Student's visited villages and their prepared content details are follows

Date	Group	Name of the village	Name of the content
09.10.2017	1	Kannanur	Brinjal cultivation
15.10.2017	2	Kovilangulam	Best management of Brinjal
22.10.2017	3	Karugappillai	Tomato cultivation
13.11.2017	4	Eluvampatti	Disease management of tomato
27.11.2017	5	Mottanaykkanpatti	Methods of goat rearing

1.1.2. Build the capacity of 30 AAC students and 16 staff of partner NGOs in application of audio and video mode for OER contents development and dissemination.

To enhance the competence of the partners and students of L3, on video and audio editing, five



days training was conducted from 29thJanuary to 2nd February for capacitating them on the preparation of audio and video contents. Through this PPT (Animations), Photoshop (Flex, Invitation and Photo Designing work, Image correction work) and Video Editing (Methods of Video Coverage and Editing, insert a pictures and voice) were covered. **Mrs. Rani, MM Solutions, Thirunelveli,** felicitated the program as a resource person. The participant's feedbacks

and their details are follows.

- \circ $\;$ Could design the animated images with text $\;$
- o Learned various methods of video coverage (lighting system, sound effect)
- Procedure of handling the camera was also learned
- \circ $\;$ Learned about voice (audio) recording methods and editing techniques systematically
- Had a very good hands-on training on photoshop and CorelDraw to prepare flex, invitation design, images correction and clarity of contents

Sl. No	Organization	Male	Female	Total
1	VIDIYAL	01	02	03
2	RSGA	01	01	02
3	AAC	14	12	26
TOTAL		16	15	31

The follow-up training as planned the end of the first training was conducted on March 6th& 7th, 2018 at AAC. Based on the prior training, participants of the training programme prepared videos and displayed which was appreciated by the trainer, and few suggestions were given for further improvement. **1.1.3. Prepare 10 modules of e-content (in form of CD, e-books and You Tube) and 1000 Voice mails for OER and disseminate them to eight L3F partner organizations.**

As per the target numbers in the agreement for the content preparation AAC prepared 10 e contents



in the form of CD materials e,-book (2) you tube (3) and 1000 voice mails. AAC staff visited RSGA on 19.01.2018 and conducted learning Need Assessment for E Content (Topics) along with the NGO staff and farmers. The list for E-content (Topics) was finalized through the active participation of the farmers. The Focus Group Discussion and one to one interaction methods were followed to

assess the farmer's needs. Organization/ Village wise participant's in need assessment details are follows.

Sl.No	Organisation	Name of the Village	No. of Farmers		Total
			Male	Female	
1	VIDIYAL	Rasingapuram	02	24	26
2	RSGA	Kittampatti	14	12	26

3	AAC	Karumathur	13	13	26
		Total	29	49	78

The farmers of RSGA expressed their desire for content after prioritization as follows.

RSGA				
Tamil	English			
சுண்டல் சாகுபடி	Chickpea Cultivation			
கொத்த மல்லி சாகுபடி	Coriander Cultivation			
அவரை சாகுபடி	Beans Cultivation			
சாதி மல்லிகை சாகுபடி	Cultivation of Jasminum grandiflorum			

AAC staff also visited Vidiyal on 22.01.2018 and the same method was used to finalize the list for content preparation

	VIDIYAL				
Tamil	English				
வியபாரத் திட்டமிடல்	How to prepare a Business Plan				
கம்பெணியின் சட்ட விதிகள்	Farmers Company Laws				
தணிக்கை நடைமுறைகள்	How to prepare Audit report				
கம்பெணியில் (GST)	Company and GST -expand what is GST				

AAC staff conducted Learning need analysis for E Content (Topics) of farmers of Madurai District Thennai matrum Ithara Pairkal producer company on24.01.2018. The Focus Group Discussion method was used to assess the farmer's needs. The prioritized list is given below.

AAC					
Tamil	English				
தென்னை தொழில் நட்பங்கள்	Coconut Cultivation Technology				
தென்னையில் நோய் பராமரிப்பு	Disease Management in Coconut				
தென்னையில் ஊடு பியர் முறைகள்	Coconut Inter Crop Methods				
நெல்லில் பூச்சி கட்டுப்பாடு	Disease Management in Paddy				

AAC shared the final list of the topics to the partner NGOs for final approval. Based on the list modified after the feedback from the partners AAC prepared 10 video Contents (5 contents were uploaded in YouTube, 3 vide contents and 2 e-book contents.1000 voice mails were also prepared based on the needs of the partners in the local language. The prepared voice mails were recorded in CD and the same was circulated to the partners and farmers again based on the feedback the contents were finalized and the final contents were shared with the partners. A copy of the CD will also be submitted to COL. The prepared content format and its tittles are follows

Mode	No. of		Title
	Content	Tamil	English
You tube	05	உளுந்து சாகுபடி	Blackgram Cultivation
		கொள்ளு சாகுபடி	Horse gram Cultivation
		கொத்தமல்லி சாகுபடி	Coriander Cultivation
		சுண்டல் சாகுபடி	Chickpea Cultivation
		ஆமணக்கு சாகுபடி	Getropha cultivation
e-Book	02	சோயா மொச்சை	Soya Mochai Cultivation
		சாடுபடி	
		விவசாய உற்பத்தியாளர்	Role and functions of FPO
		நிறுவனத்தின்	
		செயல்பாடுகள்	
CD	03	சாதி மல்லி சாகுபடி	Native Jasmine cultivation

		மணத்தக்காளி சாகுபடி	sunberry/wonder cherry
		அவரை சாகுபடி	Beans Cultivation
Total	10		

1.1.4 Support five colleges to adopt I3F in their academic programme

Following several rounds of discussions with the collage authorities and extension department heads, Arul Anandar College conducted a One-day workshop on Upscaling of Lifelong Learning at Fr. Prince Hall On 21st July 2018, Mr. Jegan

Karuppiah, Coordinator, ACPR and Asst. Professor welcomed the gathering.

Totally 24 staff members were participated from the Jesuit and likeminded academic institutions i.e. St. Xavier's College (Autonomous), Palayamkottai, Loyola College (Autonomous), Chennai, Loyola College,



Vettavalam, Senthamarai College, Vadapalanchi Madurai and PMT College, Usilampatti.



delivered his presidential he mentioned that L3F programme has created a greater impact on farming with the help of technology in our locality and reassured his commitment for the upscaling of L3F with the support of other Jesuit and other collages in the region.

Rev. Dr. Amal, SJ, Rector delivered the felicitation address; he appreciated the ACPR for this initiative to upscale the 13F concept to other Jesuit colleges and likeminded institutions.

Rev. Basil Xavier, SJ, Principal also



Dr. Tamizholi, Consultant – COL presented the concept of L3F and the need for upscaling the results achieved particularly in the academic domain through mainstreaming the concept in the curriculum and conducting courses.



Mr. Jegan Karuppiah, Coordinator, ACPR and Asst. Professor presented ACPR intervention in the area of L3F activities as extension services to the farmers of the region and also the successful experiences of AAC in mainstreaming L3F in the academic domain.

Group work

In the noon session college wise discussion was carried out about their plan and strategies to implement of L3F in their respective institutions. Then they presented their plan.



I. LOYOLA, Vettavalam – L3F as extension service

- 1. Planning to collect village wise data base
- 2. Creation of awareness on L3 among staff and nearby villagers
- 3. Promotion of farmers club
- 4. Preparation of voice and text content and dissemination of the same with the help of AAC

II. LOYOLA, Chennai

- 1. Creation of awareness on L3 among staff, Students and slum dwellers
- 2. Promotion of roof garden for vegetable cultivation
- 3. Extension of support in creation of multimedia content with Visual Communication students

III. St. Xavier, Palayamkottai

- 1. Creation of contents with the help of AAC
- 2. Promotion of farmers club
- 3. Initiating to introduce the l3F paper in the department of social work at Post Graduation level

IV. PMT College, Usilampatti

- 1. Planning to collect village wise data base
- 2. Creation of awareness on L3 among staff and nearby villagers
- 3. Promotion of farmers club
- 4. Preparation of voice and text content and disseminate the same with the

help of AAC

5. Introduce a paper on L3 in the department of RDS at UG level tattled on Lifelong Learning for framers particularly in 6th semester (October 2018 to April 2019)

6. Promotion of L3 through their various extension activities

V. Senthamarai Arts and Science College, Vadapalanchi

- 1. Creation of awareness on L3 among staff and nearby villagers
- 2. Collect data about the farmers in the selected target villages
- 3. Promotion of L3 through their various extension activities



Dr. Tamizholi, Consultant – COL summarized the activities of the workshop and insisted them to begin the L3 initiative in a modest way and strengthen the programme with the handholding's of AAC and finally Mr. James, Asst. Professor proposed the vote of thanks. And the workshop was ended at 5.00 PM.

1.1.5 Revise and integrate the l3F paper in Rural development Science (RDS) curriculum and postgraduate level.

Board of Studies Meeting on Multimedia for Lifelong Learning (L3F)



AAC has introduced L3F paper as a Career Oriented Course (COC). As per academic institution policy Board of Studies (BOS) have to be conducted on a particular paper and based on the recommendation of the BOS the Academic council will approve. To fulfil the necessary requirements the board of studies was conducted on 20th June 2018 and the recommendation of the BOS

was submitted in the academic council which was held on 27th June 2018. The council accepted the recommendation and approved the paper titled on Multimedia for lifelong learning.

This COC is a compulsory paper at the undergraduate level student studying any branch can select this paper as a COC. The students after enrolling have to complete 120 hours of practical and 60 hours of theory classes and then formal practical and theory examinations will be conducted and the result will be included in their degree certificate. AAC has taken successful initiative to sustain this course in future.

1.1.6 Strengthen business enterprises of 1000 l3F farmers though establishment of partnership development of new product and value addition in the existing product.



Two-day workshop on coconut value addition was conducted at AAC from 3rd to 4th May 2018.Dr. Punithavathi, Asst. Professor, RVS College of Agriculture, Dindigul was the resource person and she demonstrated a few value addition methods for coconut and tomato and the available marketing sources for the value added products.

In this workshop 45 farmers were participated including 30 women farmers and they learnt the preparation, packaging and marketing the following items.

- Coconut Poli
- Coconut Kozhukattai
- Tomato pickle
- Tomato sauce

The participants started to prepare value added products in both coconut and tomato and they are marketing the same in the nearby shop and schools. One of our farmers (participant of this workshop) said that she is earning more than 500 rupees per day from her own agriculture products.



Partnership

AAC has facilitated the FPO to market their products with AAC hostel, Seminaries which are in an around Karumathur schools and selling FPO's products, through these partnerships they are earning more profit exactly 50000 per year. Additionally Madurai maavatta Thennai matrum Ithara Pairkal Producers Company is willing to sponsor sum of Rs.30000 for 3 poor students in terms of College, Hostel and exam fees from their profit.



1.1.7 Facilitate cross learning visits among I3F partners and facilitate I3F farmer's exposure.



ACPR –AAC exposed 20 farmers including 5 women farmers to Central Coconut Development Board in Kasaragod, Kerala and Pollachi Farmers Coconut Producer Company, Pollachi from 16th to 18th April 2018 to meet out the objectives of coconut value addition products, cultivation practices in multiple varities of coconut, importance of

coconut by products and marketing techniques, the participants of exposure visit are able to find information on profitable coconut farming and how to run the FPO as profitable company with their value added products They also learnt the preparation process of Nira, which is a drink prepared from coconut. Nira is a healthy nonalcoholic beverage which is nourishing the health. Also, the farmers learned various techniques of coconut, owl, flour, dry coconut scrambled, and compost fertilizer with coconut



scraps. Further, FPO has been involved in various training courses with Central Coconut Board with the help of COL and AAC. Finally, the participants thanked COL and Arul Anandar college right exposure for the farmers in the right time. The following are the few sample feedback from the visiting farmers.

Mr.Mayan Mottayanayakkanpatti:

He felt that the visit was so fruitful and the farmers received all information through this field practice, including coconut cultivation ie planting, harvesting and marketing. A complete training on the natural methods of production, pest and disease management, water management. Was acquired by the farmers after this visit.

Ms. Josphine Mary, Karisalpatti

On one hand the coconut tree is growing, but there are few people who are climbing coconut tree and they need to go the top of the tree to pluck the coconut but now a days cocunut climbers are very few so that farmers in our region are hesitating to grow coconut trees, to solve this issue I learned about the coconut climber and I will train my fellow farmers to use this technology because it's very simple and useful

Chanthra, Karuvepillai.

I came to know about many new things in this exposure visit particularly natural way of coconut cultivation, coconut pest, disease, drugs, fertilizer, vermicomposting, coconut seedling, nursery, nursery, bottling and processing of bottles and overseas exports of coconut products.

Agri Exhibition

5 key farmers from the FPO visited the Agri exhibition which was held on 22^{nd} June 2018 at Theni They gained learning about the following things:

- New farming equipment's
- New seed varieties
- New cultivation technologies / machineries'
- Organic manure / inputs
- Different FPOs product their strategies
- Packaging Technology
- Marketing Tips



The participants felt happy on the above said new learning and those learning were so useful to run the FPO in better manner.

1.1.8 Build the capacity of AAC staff in Gender mainstreaming in I3F Workshop conducted on Gender mainstreaming

The Arrupe Centre for Policy Research (ACPR) Arul Anandar College (AAC) conducted two-day workshop on Gender mainstreaming on 6th and 7th March 2018 at Prince hall, AAC based on the below objectives. Nearly 36 Teaching staff and 6 Non-teaching staff participated from various departments of our college; among 42 participants 20 of them were male.

The objectives of the workshop are

- 1. To mainstream the gender at the institutional level
- 2. To mainstream the gender at the capacity Level

Rev. Dr. Sr. Lourdu Mary, Dean of academics, Stella Maris College, Chennai. She is a trainers and gender specialist, she worked in various development projects, conducted number of training programs and workshops including Gender mainstreaming and presently she has been associated with the academic institution particularly in the Department of Social work. Dr. AnitaTiphagne, Assistant Professor, Lady Doak College, Madurai. Basically, she is an activist, she also worked in various development projects,

conducted number of training programs and workshops and presently she has been associated with the academic institution particularly in the Department of Social work.

Outputs of the Workshop

- AAC established a gender Champion club in collaboration with women study Centre.
- Sensitized the senior faculties on Gender issues and concepts
- Allocated maximum role to women staff particularly in official work including admission.
- Activated gender cell in full-fledged manner to support AAC management on mainstreaming gender on various aspects.

1.1.9 Enable 50 percent of I3f Participants adopt sustainable agriculture practices

ACPR-AAC initiated the following activities to adopt sustainable agriculture practices.

1. Capacity Building on L3F

The three day capacity building program for Madurai district farmers was organized between 23rd,24th and 25th March 2018 to expand L3F activities in to entire Madurai District .In this three days program 150 farmers were participated, among 150 farmers 75 participants were women farmers and the details are as follows.

Si.NO	Date	Division	Gender		Total
1	23/3/2018	Madurai East	25	25	50
2	24/3/2018	Madurai North	25	25	50
3	25/3/2018	Madurai west	25	25	50

These programs began with the felicitation of AAC principal and the coordinator explained about COL and L3 and its interventions along with its success. Agriculture officers of the above said divisions also were participated in this program and appreciated for these needful initiatives that the



L3F is very much needed for the farmers in the digital era and AAC is bridging the gap through this L3F program and we gave orientation on 13F and interventions that they accepted and began to implement these initiatives in their division, particularly in mobile learning and capacity building program in collaboration with AAC.

2. Stakeholders Meeting on FPOs at MSSRF, Kannivadi.

AAC farmers and staff participated in the one-day stakeholders meeting on FPOs which was held at MSSRF, Kannivadi on 24th June 2018.In this meet the Joint Director, Agri Business, Dindigul District felicitated the meet and covered the following aspects

- The registration as an FPO
- Roles and responsibilities of CEO and board of directors, members



• Maintenance and documentation of the account systems

50 members participated in this meet from various FPOs and from our side 5 boards of directors were participated and acquired the above said learning

3. Audio and Video conferencing

ACPR-AAC involved conducting video conferencing, we have sending voice SMS but it is mostly one-way information. At the same time the farmers were not able to convey and interact their future

thoughts on received information. To fulfil their requirements and for the agricultural sustainability audio conferencing through phone in program was organized.

	Date Title		Resource person	Participants	
S.No				Male	Female
1	4/3/18	FPO	Dr.Ananth	12	4
2	6/3/18	Marketing	Mr.Selvaraj	15	1
3	6/4/18	Coconut cultivation	Dr.Saravanan	12	3
4	8/4/18	Tomato cultivation	Dr.Nithya Devi	2	14
5	12/4/18	Best management in Coconut	Dr.Rajkumar	9	6
6	6/5/18	Plant Clinic	Ms.Aruna	8	7
7	9/5/18	Brinjal cultivation	Dr.Vidya	11	б
8	19/6/18	Natural farming	Ms.Manimegalai	12	2
9	22/6/18	Vermi compost	Dr.Mabel Johline	11	8
10	4/8/18	Available Schemes	Mr.Archunan	12	7

Farmers felt that it is very useful for them because they could show their affected plants with the experts and get appropriate solution and recommendations to avoid such issue in future and also, they get different information on various government schemes for the sustainability of the agriculture though this programme. Further they requested us to conduct this kind of programme in future with increased numbers.

Other Interventions and initiatives

0.1. Press meet on L3F Pedia

In the present world, learning needs of the farmers are so massive that conventional face-to-face instruction/interaction cannot address the scale of the challenge. The modern information and communication technology (ICT) have given a new dimension to open and distance learning (ODL). ICT

can help in reaching the men and women farmers, land less labourers and various other marginalized sections of the rural communities in a spatio-temporal context and to build their capacity.



Arul Anandar College with the support of Reddiarchatram Seed Growers Association (RSGA) in Dindigul and Vidiyal NGO in Theni has formed a federation for online learning using internet and smart phones and created a website called 'L3Fpedia' to create access to farmer friendly contents developed by these partners for the promotion of farmers continuous learning.

The website(www.l3fpedia.com) is carrying information based on the need assessments done with the men and women farmers through participatory methods. At this juncture AAC organized a meeting with press in collaborating with L3 partner organizations to launch the website. Rev. Dr. Basil Xavier., SJ Principal, Arul Anandar College, Dr. Tamizholi, Consultant, Commonwealth of Learning Canada launched the website on 20th March 2018 at Arul Anandar College.

Review Meetings

Till now four review meetings were conducted to assess the progress and provide suggestions to improve the quality if needed and also complete the tasks in the agreement as per the time line. All review meetings were facilitated by Dr.P.Thamizoli, Consultant COL, the leaders of all three partners organizations participated in the review meetings.

The first review meeting



was held on 16thFeburary 2018 at AAC, started with organization wise presentation was done, after the presentation the entire

Participants posted their comments and facilitator also added value on the same. Further facilitator rendered the following aspects for AAC

- 1. Critically evaluated the current activities based on the agreement and suggested to implement the activities based on the needs which will lead the sustainability of the particular activity and also pay attention on follow-up
- 2. Given exclusive tips on How to prepare work plan and execute the plan on result based
- 3. Delivered a detailed lecture on Result Based Management

The Second review meeting was held on 7th March 2018 at VIDIYAL, partner wise presentation was done, after the presentation all the participants casted their comments on the presentation and facilitator also added significance on the same. Further facilitator enlightened the following for AAC

- 1. Vitally reviewed the completed activities and suggested to work for the sustainably of the multimedia course
- 2. Advised to complete the tasks on time
- 3. Suggested to conduct for gender mainstreaming workshop
- 4. Discussed innovative technologies for the next L3F programme to link with mobile learning.

The Third review meeting was held on 25th May 2018 at RSGA, institution wise presentation was done, after the presentation all the members shared their comments on the presentation and facilitator also gave additional inputs. Further facilitator accomplished the following aspects for AAC

- 1. Suggested to devise Marketing strategies for FPO's Product and produces.
- Critically Reviewed the progress of the current phase of agreement and complete the tasks as per the timeline

The Final review meeting was held on 25th June 2018 at AAC; partner organizations presented activities carried out and progress of the



- same, after the presentation facilitator suggested the followings:
 - 1. Reviewed the L3F activities in detail
 - 2. Initiatives for Sustainability of L3F course.
 - 3. Upscale the L3F with other academic institutions
 - 4. Ensure the Gender cell which is established and activated in AAC
 - 5. Plan for Taking up the next phase / methods of L3