

## 7.3: INSTITUTIONAL DISTINCTIVENESS



### 7.3.1:

Portray the performance of the Institution in one area distinctive to its priority and thrust.

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ST. MARY'S COLLEGE  
SULTHAN BATHERY,  
WAYANAD, KERALA-673592

# **Distinctiveness**

# **TITLE**

*ARIKE - TO EMPOWER AND UPLIFT  
THE SOCIALLY BACKWARD ADOPTED  
COMMUNITY*

Wayanad is one of the 100 most backward districts of the country with a **large proportion of tribal population** and has been **ranked third in the country** in the **Aspirational Districts Programme (ADP) of the NITI Aayog** in agriculture and water resources category which aims to improve the socio-economic status of 117 districts from across 28 States. Wayanad is the only district selected from the State for the programme.

Right from the inception of the college, the institute has always worked for the betterment of the tribal community. Even though there are plenty of social welfare schemes implemented by the governments of Kerala from time, the effectiveness of these programmes are far from impressive.

Due to the proximity of the college with several communities of colonies, the Municipality collaborated with the institute to extend their activities and for this they permitted to adopt 5 tribal colonies (wards 4,5,6,8 and 9). Measures were taken to identify the problems/ requirements of the communities and find solutions involving the students and various clubs including NCC and NSS.

# **AIM**

*To empower and uplift the socially backward community of the adopted colonies.*

# Problems identified

*Through the visits conducted we identified many dropouts in higher secondary education and hence the hesitancy to enter HEIs. Health and hygiene are other issues to be focused on.*

*The pandemic has hampered the community initiatives that are regularly undertaken but the management contributed its premises for a fully functioning CFLTC and community kitchen. The institutional help mostly benefited the tribal community to contain the spread of the virus*

Hygiene and health awareness programs are conducted.

- The college introduced the ARIKE project to work among the socially backward adopted colonies. The project conducted medical camps with free medicines in these colonies in collaboration with the 'Seethalayam' project of the AYUSH department.

# Education

- Learning kits were distributed to the children of the colonies.
- The faculty and students also helped the faculties of the Anganavadis and spent quality time telling stories and playing educational games with the students of the pre school Anganavadis through the BLOSSOM programme.
- Financial literacy programme is conducted to familiarize them to use the digital mode of payments and safety measures to be considered when doing such transactions.



## Anti-drug & Anti-Tobacco awareness

- An anti drug and anti-tobacco awareness program was conducted in one of the adopted colonies by the NCC cadets considering the menace of the use of narcotic substances.

# Surveys

- The Department of Economics conducted surveys in the colonies to identify the social issues and also to find the reasons for drop-out ratios in higher education among the youth.

# Interactions

- The staff and students regularly visit the colonies and interact with the ward promoters and the residents in the colony.

## Collaborative work in the colonies with government agencies

- MGNCRE officials visited the college campus and the adopted colonies in two consecutive years. They were satisfied with the hygienic surroundings of the colonies and the work done by the institution for the same.
- The officials interacted with the promoter and the residents of the colonies.
- Awareness classes were given for the faculty of the institution on how to proceed with the various programmes giving emphasis on sustainability.
- Classes were also arranged for the residents of select colonies.

# Extension work

- To ease accessibility and improve usability, the existing roads were cleared from the place Pachadi to Veetikutti colony by the staff and students. Widening and clearing of mud foot paths from outgrowth of wild bushes were carried out to reduce incidents of human-wildlife interactions which might take dangerous turns.
- Distributing mattress/ beddings, bed sheets, blankets and pulpaya (traditional grass mats) for the residents of the tribal colonies in the forest interiors.

“ARIKE”

[View Reports](#)

# ARIKE

സുൽത്താൻ ബത്തേരി നഗരസഭ കൗൺസിലിന്റെ  
04/11/2020 തീരുമാനത്തിലെ സാധാരണ യോഗത്തിലെ  
13-ാം നമ്പർ തീരുമാനം

അഭ്യർത്ഥന: 13 ചുവടെ എഴുതിയ കാര്യങ്ങൾക്ക് അനുമതി നൽകണമെന്ന് ആവശ്യപ്പെട്ടുകൊണ്ട്  
സെന്റ് മേരീസ് കോളേജ് സുൽത്താൻ ബത്തേരി നൽകിയ അപേക്ഷ ബഹു  
കൗൺസിൽ തീരുമാനത്തിനായി സമർപ്പിക്കുന്നു.

- 1) സമഗ്ര സാമൂഹിക വികസനത്തിന്റെ ഭാഗമായി മുനിസിപ്പാലിറ്റിയിലെ കോളേജിന്  
സമീപമുള്ള 4,5,6,8,9 എന്നീ ഡിവിഷനുകളെ കുറിച്ച് സമഗ്രമായി പഠിക്കുന്നതിനും, ആ  
മേഖലകൾക്ക് ആവശ്യമായ വികസന നയരേഖകൾ തയ്യാറാക്കുന്നതിനും ഇവ  
മുനിസിപ്പാലിറ്റിയുമായി ചർച്ചചെയ്ത് വിവിധ ഏജൻസികൾ വഴിയായി കോളേജിന്റെ  
ആഭിമുഖ്യത്തിൽ നടപ്പിൽ വരുത്തുന്നതിനുള്ള അനുമതി.
- 2) പച്ചതൂങ്ങത്ത് പ്രൊജക്ടിന്റെ ഭാഗമായി വഴിയോര പുരരം പദ്ധതിയിൽ  
പങ്കുചേരുന്നതിനുള്ള അനുമതി.

തീരുമാനം: 13 സെന്റ് മേരീസ് കോളേജ് സുൽത്താൻ ബത്തേരിയിൽ ചുവടെ എഴുതിയ  
കാര്യങ്ങൾക്ക് അനുമതി നൽകി നൽകി തീരുമാനിച്ചു. ടി കാര്യങ്ങൾ  
മുനിസിപ്പാലിറ്റിയിൽ നടപ്പിലാക്കുമ്പോൾ നഗരസഭയിൽ മുൻകൂട്ടി അറിയിച്ച് നഗരസഭാ  
സെക്രട്ടറിയുടെ അനുമതിപത്രം വാങ്ങിക്കേണ്ടതാണ്.

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പങ്കുചേരുന്നതിനുള്ള അനുമതി.

(ഒപ്പ്)

ചെയർപേഴ്സൺ



*[Handwritten Signature]*  
/ശരിപുസ്തകം/  
SECRETARY  
SULTHAN BATHERY MUNICIPALITY

St. Mary's College has been given the permission by the Sulthan Bathery Municipality for the holistic social development of the nearby five wards. The Project ARIKE was setup in the college to achieve this aim.

# ARIKE - Distribution of Household and Khadi Items



**The college introduced the ARIKE Project to work among the socially backward in the adopted colonies. Khadi garments and other household items were provided on Gandhi Jayanthi to the elderly of the various wards.**



# ARIKE - Medical Camp



ജില്ലാ പൊലിയോസമിതി വകുപ്പിന്റെയും സെന്റ് മേരീസ് കോളേജിന്റെയും ആഭിമുഖ്യത്തിൽ നടത്തുന്ന

**സൗജന്യ മെഡിക്കൽ ക്യാമ്പിലേക്ക്** +

എവരെയും സ്വാഗതം ചെയ്യുന്നു

സ്ഥലം: തുറമുഖം റെയ്ഡിംഗ് കോളനി

തീയതി: 15-03-2022

സമയം: രാവിലെ 10 മണി

[www.stmarysbattery.ac.in](http://www.stmarysbattery.ac.in)



**The ARIKE Project conducted medical camps with free medicines in these colonies in collaboration with the 'Seethalayam' project of the AYUSH department**

## **Extension Program**

**During the Covid -19 pandemic the college management contributed its premises for a fully functional CFLTC and community kitchen. The institutional help mostly benefitted the tribal community to contain the virus.**

**The college also distributed mattress/beddings, blankets and pulpaya (traditional grass mats) for the residents of the tribal colonies in the forest interiors during the floods and covid pandemic.**

# AYUSH- The Fridays



**An AYUSH Homeopathic Clinic is introduced in the college where consultations and free medicines are given every alternative 'Fridays' for students and faculties .**

# ORU KAI ORU THAI



**Students of the Social Equity Club visited the nearby adopted colony and distributed Tree Saplings.**

**The community was engaged in the process and was educated on the various aspects of how to keep the surroundings clean .**

**The students also got to see and learn how to co-exist with nature without disturbing the ecosystem.**

# **AWARENESS AND TRANSACTION OF MONEY MONITORING AMONG TRIBAL PEOPLE (ATM)**



**A financial inclusion program was conducted by the students of Dept. of Economics to the tribal community in the field of financial literacy and to make them understand the need of saving money for tomorrow.**

**Their financial transactions like income, expenditure, saving habit, online transaction and net banking were included in the survey. Survey was conducted among the 13 families in the colony.**

# BLOOMS- Literary Extension Programme

PG Dept of  
English (SF)

BLOOMS COMMUNITY  
EXTENSION PROGRAMME  
blooms\_CE

DECEMBER 14, 2021.

TIME: 1.30 PM TO 3 PM  
VENUE: GHS, KUPPADI,  
SULTHAN BATHERY



The faculty and students of P.G Dept. of English supported teachers to manage the English proficiency for the students of Govt School, Kuppadi.

Time was spent with the tiny tots of the Anganwadis of the tribal colonies every month through story telling, singing songs and playing educational games. Learning kits like story, coloring books and pencils were distributed to the pre schoolers of the Anganwadis.

# BLOOMS- Literary Extension Programme



**The faculty and students of P.G Dept. of English gave a class on Communicative English at Govt. High School of Kuppadi where majority of the students are from tribal colonies**

# Project ARIKE



**The staff and the students regularly visit the colonies and interact with the ward promoters and the residents in the colony to know the social welfare of the people.**



# SWACHH ABHIYAAN



**Widening footpaths and clearing of pathways filled with outgrowth of wild bushes were done by the students, for the people residing in Pachadi and Veetikutti colony by the NSS Volunteers.**

# Anti Drug Awareness Programs



**NCC cadets organizes regular anti-drug awareness programme in the colonies to inform the locals about the dangers of drug abuse, which was discovered to be a major contributing factor to laziness and avoiding regular employment.**

# Mahatma Gandhi National Council of Rural Education



**The college has received the certification from MGNCRE for the community engagement activities and work done in the adopted colonies. The officials visited the campus and the colonies which was recorded for the purpose of Institutional Sustainability Ranking.**

# MGNCRE visit to Colonies and Anganvadis



**The team visited the colonies adopted by the college and anganvadis where classes are conducted and gave emphasis on achieving sustainability.**

# Survey

11) What are the reasons for your dropout?

- a) Lack of study materials
- b) Lack of ability to grasp lesson
- c) Attitude of teachers
- d) Seasonal work
- e) Lack of support from parents
- f) Illness/disability
- g) Lack of transportation facility
- h) Financial backwardness
- i) Availability of food
- j) Treatment of friends
- k) Classwork's are too difficult to do
- l) Illiteracy among parents
- m) Early marriage
- n) Social norms
- o) Others

12) What are the prominent factors you needed to attend school regularly?

- a) Encouragement from parents
- b) Availability of study material
- c) Support from teachers
- d) Transportation facility

**The Dept. of Economics has conducted a survey in the colonies to identify the social issues and the reason for high drop-out ratios among the youth in higher education.**

# Outcome/Impacts

- Placements/awards
  - As Tribal students are physically inclined to sports, the college takes special initiatives to promote their skills and to achieve laurels at the state level and university level.
  - The graduates belonging to the tribal community from the college are easily placed in governmental sectors as in railways (Group D), Defence, Police Department, Excise department, Mini civil station, government hospitals , Krishi bhavan, collectorate , and forest departments etc.
  - Institution provides holistic education to develop skills, knowledge, and leadership qualities.