



# MADRAS SCHOOL OF SOCIAL WORK

## U.G. Dept. Of Social Work (BSW)



### VALUE ADDED COURSE - FOLK ARTS

**Resource Person:**  
**Dr. S. Kaleeswaran,**  
**Director,**  
**Alternative Media**  
**Centre, Chennai**

**Course Co-ordinator:**  
**Dr. A. Thirumagal Rajam,**  
**Assistant Professor, U.G.**  
**Dept. Of Social Work**  
**(BSW), MSSW, Chennai**

**Date: 10/01/2017 to 13/01/2017**  
**Batch : 2016 Batch, Semester - II**  
**Hours : 30**

**MADRAS SCHOOL OF SOCIAL WORK**

**U.G. DEPT. OF SOCIAL WORK (BSW)**

**VALUE ADDED COURSE ON FOLK ARTS**

BATCH: 2016

SEMESTER: 2

TOTAL HOURS: 30

DATE: 0

**SYLLABUS**

**OBJECTIVES:**

- To provide knowledge to the students on folk arts.
- To develop skills to address the social issues through folk arts.

Day 1: (Theory and Practice) (8 Hours)

History of Folk arts, Types of Folk Arts: Karakattam, Oyilattam, Paraiattam

Day 2: (Theory and Practice) (8 Hours)

Villuppattu, Folk Songs.

Day 3: (Theory and Practice) (8 Hours)

Evolution of Street Theatre, Types of Theatres: Art, Development, Political and Protest, Effectiveness of Street Theatre. Script writing.

Day 4: (6 Hours)

Demonstration and Report Writing.

**Learning outcome:**

- Learnt the skills like Indian tradition and customs of the Indian society.
- Learnt to write the folk songs on social issues like environment, health and hygiene and current issues.
- Learnt the types of theatre
- Learnt to write scripts for different theatre like human rights, importance of education, ill effects of alcohol, Govt. Schemes

**EXPERIENCE SUMMARY:**

**Started Working at the age of 22 years and now I have nearly 28 years of experience in the field of Communication and Media**

**EDUCATION:**

- **Doctor of Philosophy (Ph.D)** in Dalith Women Daities from Madurai Kamaraj University
- **Master of Engineering (ME)** in Electronic Instrumentation from Thiyagaraja Engineering College, Madurai
- **Bachelor of Engineering (BE)** in Electronics and Communication from Thiyagaraja Engineering College, Madurai
- **Diploma in Electronics and Communication** from Mohammed Sathak Polytechnic, Ramnad

**Awards Received:**

- UNICEF Award given for my short film "**Karuvadu**" (It portraits about damages caused by Boats using Machines)
- Malaysian Government Award for the film "**Puratchi Kavi**" (It Portraits about the famous poet Puratchi Kavi Barathi dhasan)
- Don Bosco Award for "**Thaimannil**" (It portraits about Dalith victims in Various Communal Clashes)
- Anandavigadan Platinum Award for my Story "**Ore Oru Oorilae**" (It Portrait about the influence of Media on Senior Citizen)
- Door Darshan Kendra Award for my short films "**Subramaniya Siva**"-2002:  
"**Dr.Ambethkar**"-2003

**Books Written:**

- Written a book named "**Thooku Marangal**" consisting 15 of my short stories
- Written a book named "**Vanna Kathir Varpugal**" consisting 15 of my short stories

## Articles Written:

- ❖ More than 250 Articles have been Published in the leading Tamil weekly/Monthly Magazines such as India Today, Dina Mani, Theekkathir, Ananda Vigadan and Kumudham

## Training Programme:

- Training Programme conducted on **Gender Sensitization** for Tamilnadu Police during 1999-2000 along with Ms.Thilagavathy, IPS
- Training Programme conducted on **Child labour Elimination** for NGOs, funded by Slum Clearance Board during 1997 along with Mr.Swarang Sing, IAS
- Training Programme conducted on **Leadership** for D4 level cadres in Tamilnadu Warehouse, Guindy along with Mr.Christudoss Gandhi, IAS
- Training Programme conducted on **Entrepreneurship** for SC/ST Graduate Students through SIPCOT during 1998 along with Ms.Qudisa Gandhi, IAS
- Training Programme conducted on **Communication** for Regional Institute of Rural Development during 2001-2002 along with Ms.Jayasree Ragunathan, IAS
- Training Programme conducted on **Communication** for Primary Health Centre (PHC) Doctors during 2003-2004 along with Dr.Prince Prabhakar, Director, PHC
- Conducted Trainers Of Trainers (TOT) programme for SHG women on HIV/AIDS during 2003-2004 covering 30 Districts in Tamilnadu along with Mr.Vijaya kumar, IAS (TANSACS) and Mr.Vijaya Ragavan, IAS (Social Welfare)
- Conducted Master artiest training for folk theater persons from TN 32 districts along with mis.Amutha IAS
- Conducted Theater training for loyala media arts students
- Conducted film appreciation course for loyala culture and communication students

## PROFESSIONAL EXPERIENCE:

**Freelance Trainer / Consultant – NACO/ NRHM on the Ground Communication  
Trainer - Folk media / Electronic Media / Alternative Media Centre  
Chennai  
(Since- 2012)**

**Area Communication Manager / State Communication Manager / Manager Communication  
Training / Regional Communication Manager  
Population Services International (PSI)  
Chennai.  
(August 2005- 2011)**

- **Production Planning:** Working with IPC training agency and local theatre groups in identifying venues, planning and scheduling productions, and casting and staging participatory theatre and other folk media.
- **Outreaches:** Planning and facilitating the monthly target of IPC contacts and community theatre outreaches, ensuring high quality of participation and outcomes.
- **Community mobilization:** Working with theatre groups, community representatives, beneficiaries, and local media in publicizing and promoting PSI outreach activities.
- **Theatre group and IPC training:** Providing training to theatre group members in PSI project objectives, sharing experiences of other theatre groups, and developing or overseeing the development of scripts and outlines to achieve communication goals.
- **Audience facilitation:** Facilitating the monthly target of outreaches, and conducts post-performance and in-depth follow-up discussions with audience members and actors to explore its behavior change implications.
- **Festivals and special events:** Working with local groups in planning, scheduling, publicizing and staging festivals and special events featuring PSI HIV prevention messages.
- **Program planning:** Working closely with National Communications Manager in planning upcoming programs, preparing budgets, works with Media agencies and tracking expenditures and results.
- **Finances:** Managing approved expenditures for program related activities consistent with adopted budgets, PSI guidelines and policies.

#### **Film Director**

(August 2004-July 2005)

- Directed "**Konji Pesalam**", Tamil Film with Actor Rajkeeran as Hero
- Directed more than 200 Short films on Social Reforms
- More than 12 Short Films have been directed and telecasted in Door Darshan as Serial covering 52 weeks (Breakfast Show)
- More than 20 short films have been directed and telecasted in MAKKAL TV

#### **Assistant Director**

Department of Culture and Communication and Visual communication

Loyola College

Chennai

(March 1997-July 2004)

#### **Responsibilities:**

- Handled sessions on Effective Communication to Visual Communication and Social Work Students
- Provided Training on Communication skills, Leadership Qualities, Personality Development, Videography, Cartoon for Social Change, theater techniques and Folk Arts

- Prepared more than 650 Awareness Songs on Children, Women, Youth and Dalith attacities
- Providing Training for Government and NGOs on Street theatre Performance
- Handled classes for Media Arts Diploma Students, Art Theatre, Devolpment Theatre Protest Theatre and Political Theatre
- Conducting Media Survey on Political Parties and almost 9 Major Surveys carried out both in Assembly and Loksaba Elections covering 234 constituents in 30 Districts
- Prepared 43 Documentary Films on Peoples Culture , Violation against Suppressed People and Special Film Produced on Children's condition in Thalavadi , Forest Brigade Veerapans Place
- Documentary Film developed on Tsunami Victims with special reference to Children
- Worked as Chief Editor for "**Silambam**", monthly Magazine on Alternative Media

### **Researcher**

Barath Gyan Vigyan Sameethy (BGVS)  
Human Resource Department  
Government of India Initiative  
Madurai  
(July 1993-Jan 1997)

### **Responsibilities:**

- Collecting and Analyzing Information on Proverbs, Ridils, Debats system , Stories , Folk songs, Village Administrative system and Prevailing Cultivation patterns
- Converting Information in Visual and Book form and sharing it with Human Resource Department periodically to get their feedback
- Conducting periodic Training Programme for Arivoli Volunteers and share it with Neo Literates
- Prepared 100 Story Books and 22 Documentary Films on Prevailing Village Systems

### **Central Programme Coordinator**

National Literacy Mission Authority  
State Literacy Mission Authority (Implementation Agency)  
Sivagangai District  
**(Feb 1990-June 1993)**

### **Responsibilities:**

- Cultural Troupe formation
- Preparation Training Materials on literacy
- Coordinating 6 District Literacy Programmes with nearly 300 teams consisting 50 teams in each District

- Monitoring Block level Supervisors and guiding them to get maximum output
- Preparing script and Props for all the team members
- Bringing magazine on Arivoli Poonga ,supplied with Daily Thanthi on a weekly basis
- Prepared almost 45 short films on Literacy Movement
- Prepared Script named “Vanitha Kalajatha” to empower Women in the Rural areas
- Prepared Materials on Water and Sanitation ,Women’s Health, Law related to Women and Universalization of Primary Education

**Lecturer**

Head of the Department  
Seethaiammal Poly Technique  
Sivagangai  
**(Nov 1984 –Jan 1990)**

**Responsibilities:**

- Selection of students for the Diploma degree
- Handled Electronic and Communication Subjects(Introduction to Computer Programming, Network antenna propagation, Micro processor and its Application, Electronic Studio Equipments and Industrial Electronics)
- Providing Project guidance for almost three batch students
- Overall management of the Departmental activities
- Worked as an In charge for the College Cultural team and Organized various Departmental and Inter college meets
- Worked as NSS coordinator and managing NSS activities in nearly 120 village

**PERSONAL DETAILS:**

**Name** : Dr.R.Kaleeswaran

**Date of Birth** : 24.06.1963

**Father’s Name** : Mr.M.Raju

**Contact Address** : F1, Unicon Illam,  
No.19 B, Munusamy Street,  
Venkatesh Nagar  
Virugambakkam,  
Chennai-600 092

**Contact Number** : 9094799688

**Language(s)** : Tamil, English.

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U.G DEPT. OF SOCIAL WORK (BSW)			
BATCH 2016 - VALUE ADDED COURSE ON FOLK ARTS			
DATE : 10/01/2017 TO13/01/2017			
S.NO	Register No	NAME OF THE STUDENT	STATUS
1	BSW-16-01	ABINESH A	COMPLETED
2	BSW-16-02	ABIRAMI R	COMPLETED
3	BSW-16-03	ABOORVA J A	COMPLETED
4	BSW-16-04	AKSHAY KUMARAN S	COMPLETED
5	BSW-16-05	ALAGARSAMI A R	COMPLETED
6	BSW-16-06	ALTHEA CIANE TERESA A	COMPLETED
7	BSW-16-07	ANDREW JAI RAJ A	COMPLETED
8	BSW-16-08	ARISHKUMAR T	COMPLETED
9	BSW-16-09	BHAALASARASWATHI J	COMPLETED
10	BSW-16-10	BHARATHRAJ G	COMPLETED
11	BSW-16-11	DANIEL SAMUEL HUGGI	COMPLETED
12	BSW-16-12	HARI SRIDHAR V	COMPLETED
13	BSW-16-13	HARIPRIYA JAYAKUMAR	COMPLETED
14	BSW-16-14	HEMANTH M	COMPLETED
15	BSW-16-15	ISAAC ASHISH R	COMPLETED
16	BSW-16-16	JACQUELINE CHRISTINA L	COMPLETED
17	BSW-16-17	JALAKAILASH S	COMPLETED
18	BSW-16-18	JOEL JEBAKUMAR ROBINSON V	COMPLETED
19	BSW-16-19	JOSEPH RAJKUMAR P	COMPLETED
20	BSW-16-20	KADAMBARI VENKATRAMAN	COMPLETED
21	BSW-16-21	KARPAGAM N	COMPLETED
22	BSW-16-22	KIRAN N J	COMPLETED
23	BSW-16-23	LOGANAYAKI S	COMPLETED
24	BSW-16-24	NIMISHA M M R	COMPLETED
25	BSW-16-25	PAUL SOLOMON S	COMPLETED
26	BSW-16-26	POONGKOTHAI T	COMPLETED
27	BSW-16-27	PREETHI K	COMPLETED
28	BSW-16-28	RAGHA M G	COMPLETED
29	BSW-16-29	RAJESHWARI P	COMPLETED
30	BSW-16-30	REVANTH K	COMPLETED
31	BSW-16-31	ROSHINI S	COMPLETED
32	BSW-16-32	SALOMI BENITA R	COMPLETED
33	BSW-16-33	SANZAY KARTHICK S M	COMPLETED
34	BSW-16-34	SINDHUKAVI K	COMPLETED
35	BSW-16-35	SIVASURYAN P M	COMPLETED
36	BSW-16-37	SUMATHY V	COMPLETED
37	BSW-16-38	SURAJ JESUDHAN P	COMPLETED
38	BSW-16-39	THILAK RAJ S	COMPLETED
39	BSW-16-40	VAISHNAVE P H	COMPLETED
40	BSW-16-41	VARSHA S	COMPLETED
41	BSW-16-43	VIMALESH M	COMPLETED
42	BSW-16-44	DHARSHIKA R	COMPLETED

*P. K. Vathani*

P.K.VATHANI,  
HEAD, U.G.DEPT. OF SOCIAL WORK (BSW),MSSW



# CERTIFICATE *Of* APPRECIATION

## ALTERNATIVE MEDIA CENTRE

(Reg.No: 1206, 2005/M)



**A.M.C**

### OFFICE

198, F1 Unicon illam,  
Munusamy Street,  
Venkatesh nagar,  
Virugambakkam,  
Chennai - 92.

### TRAINING CENTRE

No7, 3rd Cross street,  
Nambi nagar,  
Thirumal Nagar,  
Poonamallie,  
Chennai - 56.

This is to Certify that Mr/ Ms.....

Of..... has

Participated in.....

Conducted on.....

DATE

**Dr.R. Kaleeswaran**

Director, AMC

Consultant, NACO Folk Media & TNHSP