



MADRAS SCHOOL OF SOCIAL WORK

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



VALUE ADDED COURSE - FOLK ARTS

Resource Person:
Dr. R. 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: 03/03/2021 to 06/03/2021
Batch : 2020 Batch, Semester - II
Hours : 30

MADRAS SCHOOL OF SOCIAL WORK

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

VALUE ADDED COURSE ON FOLK ARTS

BATCH: 2020

SEMESTER: 2

TOTAL HOURS: 30

DATE: 03/03/2021 to 06/03/2021

SYLLABUS

OBJECTIVES:

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

Day 1: - (8 Hours)

History of Folk arts, Types of Folk Arts: Karakattam, Oyilattam, Paraiattam - Theory and Practice

Day 2: (8 Hours)

Villuppattu, Folk Songs - Theory and Practice

Day 3: (8 Hours)

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

Day 4: (4 Hours)

Demonstration

Report Writing. (2 Hours)

Learning outcome:

- Gained knowledge on folk arts.
- Learnt to write the folk songs on social issues like environment, health and hygiene and current issues.
- Learnt to write scripts like human rights, importance of education, ill effects of alcohol and 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 artist 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.

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

MADRAS SCHOOL OF SOCIAL WORK			
U.G DEPT. OF SOCIAL WORK (BSW)			
Value added course on FOLK ARTS			
Date: 03/03/2021 TO 06/03/2021			
S.No	Register No	Student Name	Status
1	2015781049001	AKSHAYA C	Completed
2	2015781049002	ANNIE DEBORAH R	Completed
3	2015781049003	ANUJ BOON DHANAPAL PK	Completed
4	2015781049004	ANUSHA MADHUMITHA S	Completed
5	2015781049006	CARELINE CECILIA S N	Completed
6	2015781049007	CHRISLIN J	Completed
7	2015781049008	DANUSH RAJ S	Completed
8	2015781049009	D DHANUSH	Completed
9	2015781049011	HARIPRIYA J	Completed
10	2015781049012	JAYASRI L G	Completed
11	2015781049013	JOHANNAN TIMOTHY J	Completed
12	2015781049014	JOSHNA MERCY VS	Completed
13	2015781049015	KARAN S	Completed
14	2015781049016	KEVIN GEORGE	Completed
15	2015781049017	KRITHIKA S	Completed
16	2015781049018	LOHITH KUMAR M	Completed
17	2015781049019	LOKESHWARAN K	Completed
18	2015781049020	SUPRIYA M	Completed
19	2015781049021	NAGUL NAVEEN RAJ N D	Completed
20	2015781049022	NAVIN D	Completed
21	2015781049023	PADMA PRIYA R K	Completed
22	2015781049024	PRAVEEN K	Completed
23	2015781049025	RAHUL RAJ R	Completed
24	2015781049026	RICHARD L	Completed
25	2015781049027	SHEHNAZ AFRAH A	Completed
26	2015781049028	SHIRLEY P	Completed
27	2015781049029	SRINIDHI VARSHINE H	Completed
28	2015781049030	SUBRAMANIAN R	Completed
29	2015781049031	SURIYA S A	Completed
30	2015781049032	SUSANNA DAVID	Completed
31	2015781049033	SUSI MEDILA A	Completed
32	2015781049034	SWETHA R	Completed
33	2015781049035	SWETHA SRI V	Completed
34	2015781049036	THANUSRI K P	Completed
35	2015781049037	TRIVENI S	Completed
36	2015781049038	VIDHYAA LAKSHMI S	Completed
37	2015781049039	VIMAL ADITHYAN A	Completed
38	2015781049040	YAZHINI RAMESH	Completed
39	2015781049041	YUREKAA M V	Completed
40	2015781049042	KRISHNAVIKA K K	Completed
41	2015781049043	RAJESWARI R	Completed
42	2015781049044	SABHAREESH V L	Completed

P. K. Vathani

Mrs. P.K. Vathani
Head, Social Work- BSW
MSSW

