

Annexure II

Key Indicator - 7.3. Institutional Distinctiveness

Portray the performance of the Institution in one area distinctive to its priority and thrust within 1000 words.

Distinctive Practices of MSSW

Connect with Communities

MSSW constantly engages with community on their needs and issues. Contributing to the welfare of the society at large is a core value of MSSW and aligns with its overall vision.

- **Community connects during natural disasters:**
 - During 2016 Chennai floods
 - Distributed relief material worth more than 2.5 crore rupees to needy and marginalized communities
 - Committed 20 students in collaboration with the TATA Relief Committee to provide psychosocial support
 - Collaborated with international organization SEEDS to provide essential items to 8500 families
- **Connect with Slum Community:**
 - MSSW departments with MCJ-Guild of Service adopted the marginalized Below Poverty Line Community (Slum) in Chetpet area. Some of the main work done here include:
 - Examining demographic characteristics of slum dwellers and know more about problems and constraints of slum residents
 - Survey of residents in Chetpet Slum neighbourhood, namely Mangalapuram, Brindhavan, M.S Nagar and Jaganathapuram to analyze their living conditions, health, hygiene, level of awareness about government schemes, and economic issues
 - The area also has a 'Study Centre' established by Guild of Service. The poor students who are studying in MCJ School benefits from it. MSSW students have been volunteers in the Guild of Service Study Centre Project for tutoring young girls between 3rd standard and 9th standard from 1st July 2019 to March 2020. Keen interest is taken in reaching out to external sources (NGOs & private assignments, emergency interventions etc.) through this Center.
- **Connect with Community during Pandemic:**
 - Community connect was stepped up during pandemic.

- Medical camp on 3rd July 2020 in collaboration with the Greater Chennai Corporation
- Health camp for residents of Chetpet Slum
- Counselling services, relief to families in the form of dry groceries, health camps and volunteering for the work of Government and NGOs.
- Volunteering for the affected community and taking concerted action to alleviate the sufferings of elderly, women, differently-abled, children and the homeless people
- Role plays and awareness campaigns to teach slum dwellers about the safety protocols during the pandemic
- Health sessions on Gynecology services, ophthalmology services and general checkups in which more than 250 patients have benefitted

▪ **Connect with Rural Community:**

MSSW has been supporting rural development in the village of Karlapakkam on the outskirts of Chennai.

- In 2020, the students of MSSW spent hundreds of hours on Extension activities, conducting awareness programmes, rallies, street plays, health camps, etc.
- Action programme “Magalirkaana Vaalvaathaara Vilipunarvu Mugaam” focused on women empowerment by creating awareness about “One-stop Centre” and the various schemes provided to women by the government
- NSS unit of MSSW affiliated to the Madras University had organized 7-days special camp from 10.02.2019 to 16.02.2019 at Karalapakkam village, Thiruvallur district. 50 volunteers enthusiastically participated in the camp.

▪ **Connect with indigenous Community:**

As an initiative of community connect, MSSW closely works with indigenous communities to empower them with entrepreneurial skill. Nakuras is an E-commerce social enterprise that offers handcrafted lifestyle products created by tribal artisans of the Narikurava community in Tamil Nadu to consumers all across the country. The Narikurava artisans are gifted with the talent and traditional skills to craft exquisite jewellery designs in styles that are unique to their culture and heritage. MSSW has been instrumental in opening up a market ecosystem to this artisan community. As a result of the intervention, Nakuras:

- Participated in 4 major jewellery exhibitions including Art Expo 2020, IIM Trichy and Kalaikatchi Art Expo, Chennai

- Participated and won in multiple pitch fests, competitions and business summits including Tamil Rise 2020, and Social Pitch Fest LIBA and raised around Rs 8 lakh as seed grant winners
- Successfully completed 15 community training via offline and online workshops with more than 50 Narikurava women
- Was able to raise funds worth Rs. 2,00,000 and distributed relief materials including safety kits, food and other necessities to more than 1000 Narikurava families during pandemic

Connect with student community:

- MSSW partners with Puthri foundation in providing life skill to girl children from underprivileged families, studying in Corporation or Government School, between the age group of 13 & 18 years, studying in classes 8th to 12th. These children are trained through a combination of classroom sessions, games and corporate exposure. The project aims to help the children understand their capabilities better, prevent them from dropping-out of school and helping them build meaningful relationships and developing the necessary skills to be successful in their career.

Igniting Minds – Community extension program of MSSW Library

Igniting Minds is an initiative of MSSW Library aimed at promoting the reading habits of students of Mary ClubwalaJadhav School. Majority of the students of MCJ School are from downtrodden families who are not aware of importance of reading. The student volunteers of MSSW engages with the students during their library hours by telling them stories, talking about various leaders, reading biographies to inspire them to develop the habit of reading.

▪ **Connect to support live hood for transgender community:**

MSSW has given space for the transgender community to run a shop inside the campus to help them with livelihood. They sell eatables to public and students.

▪ **Connect to youth community**

- **Youth Resource Centre (YRC)** at MSSW helps unemployed youth to get skill training and avail job opportunities. Since its inception, the Centre has been identifying unemployed youth and referring them to job opportunities. As an Institution for social work, MSSW educates and trains its students to effectively address social issues like unemployment, women empowerment, access to healthcare etc. The students of MSSW not only gain in depth knowledge about such issues but also participate in social change in multiple ways.

The Way Forward:

MSSW Community College Extension Project: ABAN group has donated to MSSW over 4.3 acres of land in Minjur near Ennore, Thiruvallur District. Based on preliminary study, it has been decided to focus on rapid employment possibilities by starting a Community College to train youth on specific trades that fetch immediate employment.