

HORTICULTURE AWARENESS PROGRAM.
18th November 2021(Morning session)

INTRODUCTION:

Day 8 of project field work was scheduled on 18th November 2021. Social work trainees planned to conduct an awareness program on jasmine cultivation the previous day. Appropriate strategies were formulated to implement the program. In addition to this trainees discussed and confirmed about the project with the faculty coordinator. Dr. P. Amuthalakshmi.

PREPLANNING

On 17th of November social work trainee conversed with each other about the resources required to execute the project. Following resource person from Kisan Vikas Kendra have been contacted

- Dr. P. Shanthi, Professor and Program Coordinator
- Dr. Vijay Shanthi, Entomologist
- Mrs. Yoga Meenakshi, Plant breeding and genetics

On the 16th of November 2021, mementos for the resource person had been purchased. Banner for the event was printed the same day. For providing refreshment to the audience a tea shop in Karalapakkam has been contacted. Paper cups for the same were also purchased.

TARGET AUDIENCE:

Jasmine Cultivators of Keezhkondayar, Karlapakkam.

ACTIVITIES:

The event was scheduled on 18th November 2021 at 9 a.m. Since there was red alert given in the district due to heavy rain only few individuals gathered initially at the Karalapakkam Village Development Centre.

Social work trainees went to field and started mobilizing the people. Around 10am the

number of people attending the session increased. About 85 people gathered at the Centre for awareness program.

The programs begin with an introduction note given by Mr. Daniel Praveen Raj. He welcomed the dignitaries on the dais, including

- Dr P. Shanthi, Entomologist
- Mrs. Yoga Meenakshi, Plant Breeding and Genetics Officer.
- Dr P. AmuthaLakshmi, Assistant professor, MSSW.
- Mr. Elango, Project Secretary, Karlapakkam.
- Mr. Ramamoorthy, President, Karlapakkam.
- Mr. Daniel Praveen Raj, Project Coordinator, Karlapakkam.

Dr P. Shanthi along with the other resource persons interacted with the Jasmine Cultivators about the importance of practicing the activity. Since, Karlapakkam Village has been known for Jasmine Cultivation, the Resource person stressed on the following points.

- Preparing soil health test on regular intervals.
- Improving the yield through effective use of manure and fertilizer.
- Insecticides of good quality were suggested to the audience, to increase the yield without losing the quality of the plant.
- The resource person confirmed that they will provide training on jasmine cultivation of required.
- Resource person interacted with people and asked their difficulties they faced during process of practicing Jasmine Cultivation.

S NO	ITEM	QUANTITY	PRICE
1	Teacups	170	100
2	Tea	4 liters	700
3	Banner	1	450
4	Sticker	1	200
5	Mementos	2	300

Since, the soil in Karlapakkam is also suitable for groundnut cultivation the guest promised that

they will provide 40kgs of ground nut seeds to exactly 10 individuals who are willing to cultivate the same and also gave them an opportunity to attend a one-day training program on this cultivation at Krishi Vikash Kundra, Tiruvallur.

Mr. Elango, project Secretary, Karlapakkam thanked the guest for giving them such Opportunity.

The people gathered then asked few questions and put forth their doubts to the resource person. The resource persons then clarified the doubts of the people. The session was very interactive, and the people said that it was very useful for them.

Following this memento were distributed to The Resource Persons by Mr. Tharun, Social Work Trainee and Mr. Ramamoorthy, President, Karalapakam.

Finally, vote of thanks was declined by Ms. Nivetha B, Social Work trainee. After the end of the program, refreshment (Tea) was provided to all those who gathered for the event.

POST PLANNING:

A meeting has been organized after the event. The attendees of the event were,

- Mr. Ramamoorthy, President, Karalapakam
- Mr. Elango, Project Secretary.
- Assistant Professor. P. Amuthalakshmi, MSSW.
- Mr. Daniel Praveen Raj, Project Coordinator.
- Social work trainees (8)

The main discussion of the event was to arrange for transport and take ten individuals KVK for getting groundnut seeds as well as to provide training on groundnut cultivation.

Mr. Ramamoorthy said that he will provide the name list, (Particularly 10 people) of those who need the seeds.

PROCESS PLANNED:

- Select ten members from the village who are willing to cultivate groundnut.
- 40kg of Groundnut seeds to be delivered to each person.
- 20kg of groundnut can be sown in forty cents of land.
- Arrange for transportation.

- 1 day training for ground nut cultivation.



Distribution of refreshments



Memento presentation



Momento presentation



People while listening to the session



Resource person speech



During the session





Horticulture Awareness program

- ❖ Men and women practicing jasmine cultivation spoke with the resource person and clarified their doubts
- ❖ The guest speakers confirmed that they are ready to provide 40 kgs of groundnut seeds to 10 members
- ❖ Mr. Ramamoorthy, village President along with Mr. Elango, Project Secretary said accepted to prepare a list containing 10 members who were ready to procure the seeds.
- ❖ 10 people from the village who had interest in groundnut cultivation were been asked to attend the training in the Government center. Around 16 villagers attended a one day training program on groundnut cultivation and they were also provided 40kgs of varieties of seeds in total which is free of cost to start the cultivation in their lands.

