



Social Capital



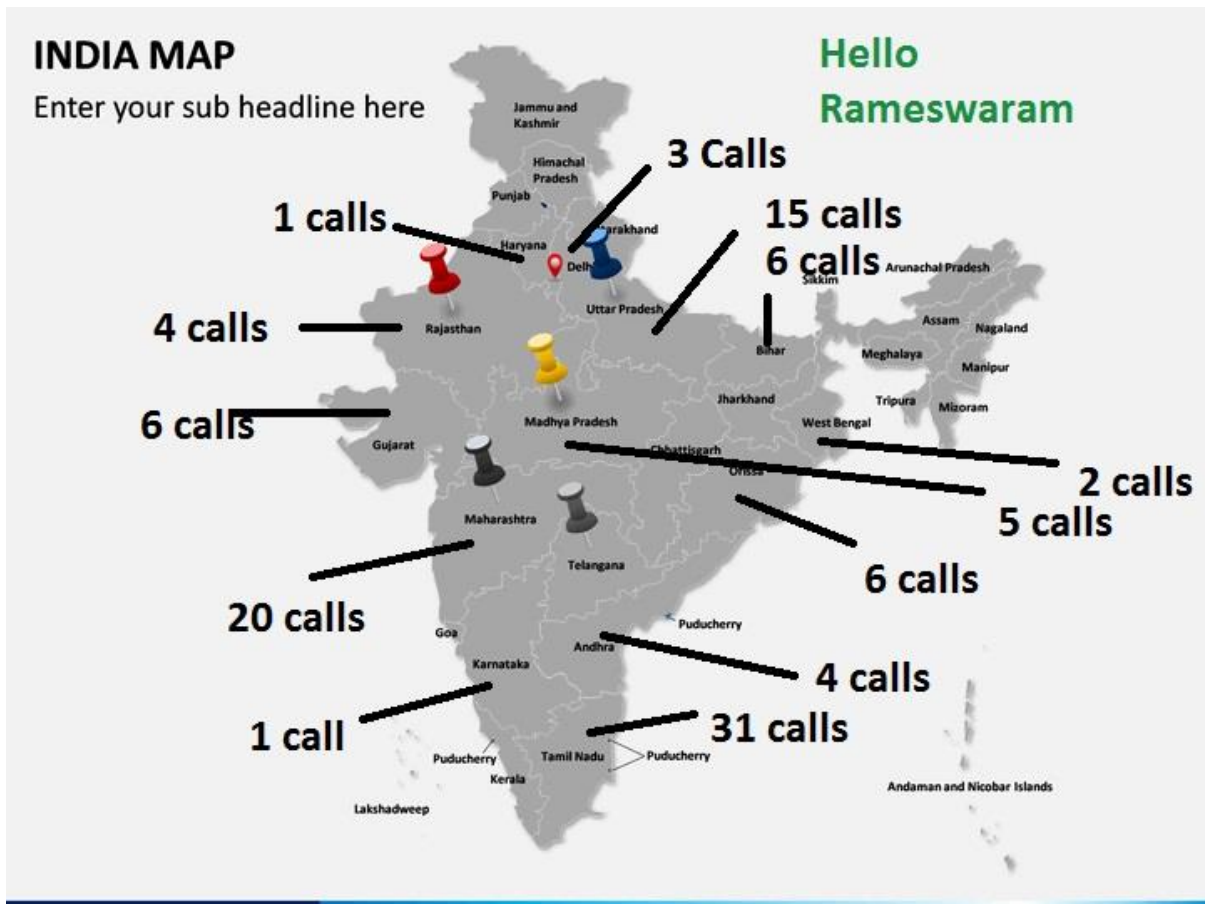
By
Vivekananda Kendra - Nardep

1.1 Hello Rameswaram Report

Hello Rameswaram is progressing slowly and steadily since last month. Small snapshot of the progress shared below

Callers Analysis:

We have received a total of 108 calls and the distribution of calls is given below



Caller need analysis:

Hotels/Mutts/Dharmasalas	-	98
Travel	-	2
Our well wishers	-	8

Promotions:

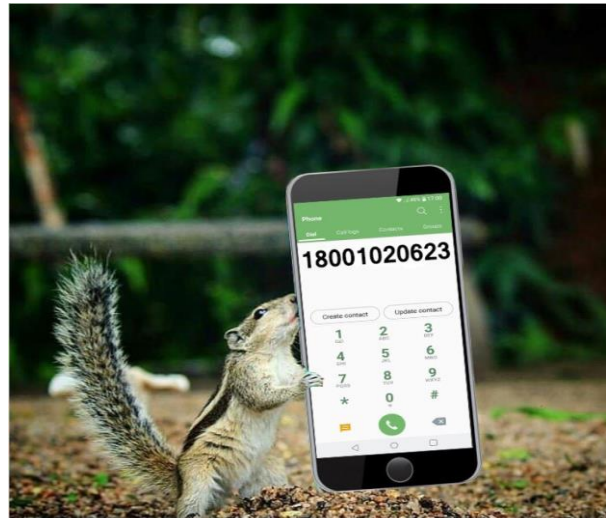
We are promoting the helpline number by way of posters, stickers, banners, leaflets and Visiting Cards etc. Model posters are given below



Sticker:



Visiting Card Model:



We request our well-wishers to propagate this helpline number of 18001020623 to the maximum possible reach.

1.2 Teertha Pooja at Agni Teertham and Kapi Teertham

On 13, September 2019, Teertha pooja was conducted at Agni Teertham(150 people) and Kapi Teertham(30 People).



View of Agni Teertham Teertha Pooja

1.3 Mass cleaning of Traditional Water Bodies

1.3.1 Naga Teertham:

Mass cleaning of Teertham with 10 volunteers was carried out on September 14, 2019.

1.3.2 Gnanavapi Teertham:

With the support of 20 Erakadu villagers mass cleaning carried out in Gnanavapi Teertham on September 19, 2019.



Traditional water bodies cleaning at Gnanavapi Teertham

1.3.3 Sangumal Beach Cleaning – International Coastal Clean-up day:

During the third Saturday in every September, International Coastal Clean Up Day encourages people to clean the beaches. Awareness is also created for preservation and protection of the world's oceans and waterways. In 2018, more than one million volunteers around the world removed 23 million pounds of trash from coastlines and waterways in just one day.

On September 21, 2019 the Indian coastal guards, Navy, Fisheries department along with NGOs like Green Rameswaram, MSSRF organized the International Coastal Clean-up day. Around 80 volunteers participated in the activity. They all gathered to clean up the Olaikuda beach near Agni Teertham.



Olaikuda beach clean- up activity

1.4 Visit of Smt.Santha Sheela Nair retired IAS officer on September 25, 2019

Smt.Santha Sheela Nair a close well wisher and guide of Green Rameswaram project visited Rameswaram and seen a few renovated traditional water bodies before visiting the headquarters at Mangamma Chatram. During her visit, she addressed the Green Friends as well as NSEF “Aspiration” Consortium project staff



Smt.Santha Sheela Nair interacting with the SWM Green Friends in Green Rameswaram Central office



Smt.Santha Sheela Nair motivating the staff members associated with Green Rameswaram project

1.5 NSS Camp- Sri Parvathavarthini Amman Girls Higher Secondary School

On 26 September 2019 Sri Parvathavarthini Amman Girls higher secondary school organized NSS Camp and we took them to Sri Ramanathasamy temple Nandavanam for cleaning work. Before proceeding for the work Shri.Mahesh, Deputy Superintendent of police, Rameswaram inspired the students. Sister Saraswathi interacted with the students on healthy food habits.



Shri.Mahesh, DSP, Rameswaram with the NSS Students of SPA School

1.6 VOC birthday Celebrations

V.O. Chidambaranar's, 147th birthday celebrations were organized on September 5, 2019 by local Leaders. Sister Saraswathi participated in the event and delivered a speech on VOC.



Sister Saraswathi receiving a memento from Shri. Nawaz Khan, Loksabha MP from Ramanathapuram Constituency

1.7 Deepa Pooja in Sri Ramanathasamy Temple

On 29 September 2019 a massive deepa pooja (2055 women) was organized by Rural Development Programme of Vivekananda Kendra. Chief guest of the programme was Smt. Kalyani Singaram, Joint Commissioner, Sri Ramanathasamy Temple. Shri. Krishnamoorthi fondly known as Annachi from Vivekananda Kendra also participated in the event and delivered a speech. All the participants took Oath on cleanliness before the start of the event.



Deepa pooja conducted in the world famous Third Corridor of Sri Ramanathasamy Temple, Rameswaram

