



उन्नत भारत अभियान

UNNAT BHARAT ABHIYAN

Unnat Bharat Abhiyan was launched by the Ministry of Human Resource Development (MHRD). It is based on the premise to promote development of rural areas in tune with Gandhian vision of self-sufficient 'village republics' eco-friendly technologies so that the basic needs of food, clothing, shelter, sanitation, health care, energy, livelihood, transportation, and education are locally met.

The Mission of Unnat Bharat Abhiyan is to enable higher educational institutions to work with the people of rural India in identifying development challenges and evolving appropriate solutions for accelerating sustainable growth. It also aims to create a virtuous cycle between society and an inclusive academic system by providing knowledge and practices for emerging professions and to upgrade the capabilities of both the public and the private sectors in responding to the development needs of rural India.

Institutes through their faculty and students, will carry out studies of living conditions in the adopted villages, assess the local problems and needs, workout the possibilities of leveraging the technological interventions and the need to improve the processes in implementation of various government schemes, prepare workable action plans for the selected villages. Such knowledge inputs would make their way into the development programs in rural areas. The Institutes would be expected to closely coordinate with the district administration, elected public representatives of panchayat / villages and other stakeholders and will become very much a part of the process of development planning and implementation

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Ariyavoor Ukkadaiariyavoor - Village Overview

Gram Panchayat :	Ariyavur
Block / Taluka :	Srirangam
District :	Tiruchirappalli
State :	Tamil Nadu
Pincode :	620009
Area :	661.32 hectares
Population :	3,273
Households :	805
Assembly Constituency :	Srirangam
Parliament Constituency :	Tiruchirappalli
Nearest Town :	Tiruchirappalli

Activity : 1

Name of Activity: Pre Survey Meetings with concerned Government Officials, Villagers & Placing UBA Boards.

Need of the Activity: To establish rapport with the local government officials and to seek their cooperation for village survey (s) and implementation of UBA activities subsequently. To sensitize the residents of the identified villages about UBA and also to learn critical issues and local constraints/problems as faced by them.



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Activity:2

Name of Activity: Household survey (initiative in Ariyavoor Ukkadaiariyavoor)

Need for the Activity:

To get an idea about the problems faced by the villagers in order to find respective solutions.

Description:

Household Survey of adopted villages to determine General Household Information, Family Member Information, Migration Status in a family, Information of Government Schemes, Source of Water, Source of Energy and Power, Landholding Information, Agricultural Inputs & Production, Any other major problems etc.



Students while taking survey with the native village people

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Activity:3

Title of Activity: Plantation program

Need of Activity: To create awareness among stakeholders.

Brief Description:

In adopted village a survey has been conducted among the villagers regarding plantation program which will be beneficial for their livelihood and to sustain village ecosystem. In Ariyavoor Ukkadaiariyavoor village, farmers are interested in planting fruit trees as good market value and it is good source to sustain livelihood. To promote plantation among villagers' seedlings of Coconut were distributed by UBA Team.



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Activity:4
BAL- VIKAS
UBA initiative

Theme: Child Health and cleanliness

Village Name: Ariyavoor Ukkadaariyavoor

The Wealth of a nation is not so much in its of economical and natural resources but it lies more decidedly in the kind and quality of the wealth of its children and youth. It is they who will be the creators and shapers of a nation's tomorrow. With the motive of overall development of children, this year the institution started the program of BAL-VIKAS which is spreading awareness to general public regarding child physical and mental health. The children were sensitized about the importance of washing their hands before and after eating and exercising daily and the importance of playing sports and inculcating other healthy habits to avoid falling sick. They were told about balanced diet, cleanliness and maintaining oral and personal hygiene. The children were asked to share their daily routines and the steps they took every day to maintain hygiene. The children learnt a lot from the session and promised to follow all the good habits.



Students while participating in Balloon Bursting Competition

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A view of Children who were attending the program from **Adaikala Annai Aided Primary School Ariyavur**



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Group Photo taken with Students, Staff members & Anganvadi workers

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Activity:5

Name of Activity: 'SAHAS' Making Women Self-Reliant

Theme: Women role in Nation-building

Need of the Activity

'SAHAS' Making Women Self-Reliant program works with women living in villages. By forming SHGs and collectives, they are provided knowledge and skills to save money, access micro credit, engage in income generating activities and become agents of change.

Women living in rural areas of Ariyavur Ukkadaiyavur village have little control over their lives or in decision making matters. Dependency on male members limits their own agency within the social and familial setting.

Dependency on male members of the family was observed in almost every sphere of their lives. In part, women's low status in the family and lack of decision-making was ascribed to her near total economic and social dependency on men.

The following activities are conducted in the program:

- Women role in nation- building
- Steps: Ideation to commercialization
- Business Under Rs.50,000/-
- Government scheme for women entrepreneurs



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Activity:6
Program to address Child Malnutrition
UBA initiative
Theme: Health- Basic Amenities

Students from the UBA Team of AIMAN College took a step forward towards a safe and healthy future by organizing a campaign on Child nutrition. The event was made possible with the valuable coordination of respected gram Pradhan Kids of the village were facing problems of malnutrition which made them an easy prey of common diseases because of low immunity. The major problem is the lack of awareness among the people. Through the Survey and interaction with the people of the village, the team realized that many people of the villagers are unaware of the various health policies offered by the government.

In order make them understand their food habits students prepared Charts & displayed & explained in detail. Therefore, the purpose of the event to make people educated about the basic nutrition needs of human body. The villagers were made aware about the eating habits and that their meals should contain nutrient-rich foods from each of the following food groups: proteins, fruits, vegetables, grain products, and milk and milk products. Protein-rich foods have the added advantage of containing iron and B vitamins.



Students while explaining
“How Junk Foods,
Chocolates affects their
Teeth & Health

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Interaction with Students



Awareness given to General Public & Lactating Mothers

Activity:7

Name of Activity: Teaching children about good and bad touch

Theme: Child Sexual Abuse

Need of the Activity

Considering the fact that cases of child sexual abuses are on the rise, an awareness session on 'Good Touch Bad Touch' was conducted through AIMAAN UBA Team in Ariyavur Ukkadaiyavur . The students were made aware of what kind of behavior they should watch out among adults. They were also told about the body parts which no one should touch and in case somebody tries to touch them inappropriately, they should raise their voice and say 'NO'.

The students were told to reach out for help in case they sense any danger. They were made to list out the names that they trust the most. These names included their mother, teacher, father, somebody from neighborhood or some close relatives.

Some simple activities were conducted with the children so that they are able to relate themselves with what they were taught. The session helped the children shed their inhibitions and reservations linked with the topic of sexual abuse.



Students while explaining instances to Children

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UBA Team while explaining students with diagrammatic representation

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