



TECNIA INSTITUTE OF ADVANCED STUDIES



**UNNAT
BHARAT
ABHIYAN**

UBA CELL

A flagship program of Ministry of Education (MoE), GoI

ANNUAL REPORT: ACADEMIC SESSION

2023-24

-: An Initiative of Internal Quality Assurance Cell:-



TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC GRADE "A" INSTITUTE (CYCLE-1)

Recognized Under Sec. 2(f) of UGC Act 1956.

Approved by AICTE, Ministry of Education Govt. of India, &
Affiliated to Guru Gobind Singh Indraprastha University, New Delhi

उन्नत भारत अभियान
UNNAT BHARAT ABHIYAN



PREFACE

Tecnia Institute of Advanced Studies (TIAS) has been at the forefront of fostering awareness and action towards societal and environmental betterment. Guided by the principles of sustainable development and community engagement, the institute has undertaken a series of impactful initiatives in five adopted villages: Bhalswa Dairy, Nangli Poona, Bakhtawar Pur, Akbar Pur Majra, and Khampur. These villages have become the focal points of the institute's efforts to drive change and address critical issues such as environmental conservation, sanitation, education empowerment, and energy conservation. Across these initiatives, 20 beneficiaries have directly engaged in and benefitted from the programs conducted by the institute.

The Eco Club and Unnat Bharat Abhiyan (UBA) Cell of TIAS have spearheaded these initiatives, working closely with local communities to identify their needs and implement solutions. Each campaign has been meticulously planned and executed to align with the United Nations Sustainable Development Goals (UNSDGs), ensuring a comprehensive approach to community development.

At Bhalswa Dairy, multiple campaigns were organized to tackle pressing environmental and hygiene concerns. The Environmental Awareness Campaign and Hygiene Awareness Campaign held in October and November 2023 emphasized sustainable practices, such as reducing plastic waste, planting trees, and maintaining cleanliness. The Clean City, Green City campaign in February 2024 further reinforced these efforts by addressing garbage management and drainage issues, empowering residents with practical solutions, and fostering a sense of responsibility towards their surroundings.

Nangli Poona village witnessed a transformative Education Empowerment Program in April 2024. This initiative aimed to bridge educational gaps and promote lifelong learning. Interactive sessions for students and parents emphasized the importance of education in societal progress. Digital and financial literacy workshops empowered local youth and women, equipping them with skills to navigate modern challenges and opportunities. The establishment of a community library and book donations further demonstrated the institute's commitment to ensuring access to educational resources.

In Bakhtawar Pur, the Sanitation Awareness Campaign conducted in September 2023 addressed hygiene and waste management practices. Volunteers engaged with residents, local vendors, and school children, spreading the message of personal and community hygiene. This initiative not only promoted cleanliness but also encouraged the adoption of sustainable waste disposal methods, contributing to improved public health and well-being.

Akbar Pur Majra and Khampur have also benefited from the institute's sustained efforts. The Litter Less Campaign in April 2023 highlighted the harmful effects of plastic waste on the environment, urging residents to adopt eco-friendly practices. Similarly, the Energy Conservation Campaign in March 2024 emphasized the critical role of energy-saving measures in combating climate change and fostering sustainable development. These campaigns have instilled a culture of environmental stewardship and energy efficiency among the villagers.

The collective impact of these initiatives is a testament to TIAS's dedication to societal and environmental progress. By integrating academic expertise with grassroots action, the institute has successfully fostered a sense of community ownership and responsibility. The active participation of students, faculty, and local residents has been instrumental in achieving the objectives of these campaigns, creating a ripple effect of positive change across the adopted villages.

As the institute continues its journey towards building sustainable and inclusive communities, the lessons learned and relationships forged through these initiatives will serve as a strong foundation for future endeavors. TIAS remains committed to its vision of empowering rural communities, enhancing environmental quality, and promoting a culture of education and sustainability. This preface serves as an introduction to the detailed accounts of these campaigns, showcasing the institute's unwavering commitment to making a meaningful difference in the lives of the people it serves.

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1. INTRODUCTION

The MHRD, GoI now MoE has launched a programme called Unnat Bharat Abhiyan with an aim to connect institute with local communities to address the development challenges through appropriate technologies. Further, AICTE Approval Process Handbook – 2022-23; APPENDIX-6: Norms for Essential and Desirable Requirements of the Technical Institutions; Clause: 6.2 Desirable Requirements of a Technical Institution; Point No. 19 Implementation of Unnat Bharat Abhiyan / Saansad Adarsh Gram Yojana (SAGY). The AICTE endeavours on supporting the institutions to get autonomy, accreditation ranking through Unnat Bharat Abhiyan and in reference to the Office Memorandum of UBA File No. 5-1/2016-UBA; MHRD; DHE; UBA Cell; Dt. 20.02.2018; Subject: Unnat Bharat Abhiyan Programme of Government of India establish a UBA Cell which will be responsible for carrying out the activities of UBA in that institution with the objectives of Unnat Bharat Abhiyan.

Unnat Bharat Abhiyan (UBA) is a flagship program initiated by the Ministry of Education, Government of India, with the vision of transforming rural India through participatory development. Launched in 2014, the program aims to connect higher educational institutions (HEIs) with villages to address their developmental challenges using knowledge, technology, and innovation. The initiative seeks to create a self-reliant and sustainable rural ecosystem by leveraging the expertise of academic institutions, faculty, and students.

The core objective of UBA is to bridge the gap between urban and rural India by improving the livelihood, health, sanitation, agriculture, and education of villagers. Under this initiative, selected institutions adopt villages and work on real-time problem-solving through field studies and active engagement with the local communities. This approach fosters community participation, empowering rural populations with knowledge-based interventions.

UBA promotes sustainable development by encouraging innovative solutions for waste management, water conservation, renewable energy, and skill development. It also aligns with national missions like Swachh Bharat Abhiyan, Digital India, and Skill India, thereby contributing to holistic rural transformation.

The program plays a significant role in experiential learning for students, allowing them to apply their theoretical knowledge to real-world challenges. It not only benefits rural communities but also instills a sense of social responsibility and innovation among youth. The collaborative efforts of academic institutions, government agencies, NGOs, and local stakeholders ensure effective policy implementation and long-term impact.

In conclusion, Unnat Bharat Abhiyan represents a people-centric approach to rural development, emphasizing knowledge-driven solutions for self-sustaining villages. By fostering a synergy between academia and grassroots realities, the initiative aspires to create a progressive and empowered rural India in alignment with the national vision of Atmanirbhar Bharat (Self-Reliant India).

VISION

To involve the reputed higher educational institutions (technical / non-technical / public / private) of the country in the process of indigenous development of self-sufficient and sustainable village clusters.

MISSION

In accordance with the above-mentioned vision, Unnat Bharat Abhiyan will strive to pursue the following:

- Develop the necessary mechanism and proper coordination among educational institutions, implementation agencies (District Administration / Panchayati Raj Institutions) and the grass root level stakeholders to enable effective intervention at the field level.
- Select suitable rural clusters and effectively participate in the holistic development of these clusters using eco-friendly sustainable technologies and local resources creating sufficient employment opportunities in the process, harnessing multifarious government schemes, Customised use of existing technologies and use of knowledge as per the local needs, to improve the livelihood of the rural masses will be the key intervention.
- Reorienting the academic curricula and research programs in higher educational institutions to make them more in alignment with the local needs to bring in holistic development.

OBJECTIVES

- To engage the faculty and students of Institute in understanding rural realities
- To identify & select existing innovative technologies, enable customization technologies, or devise implementation method for innovative solutions, as required by the people
- To allow institute to contribute to devising systems for smooth implementation of various Govt. programs

2. OUT REACH ACTIVITY REPORT (2023-2024)

2.1 Empowering Women Through Handloom Craftsmanship

Date: 10-09-2023

Report: On Oct.2023,The Unnat Bharat Abhiyan Cell of the Tecnia Institute of Advanced Studies recently organized the program "Artisans and Rural Skills: Empowering Women in the Handloom Industry" at Bakhtawar Pur. This initiative aimed to enhance the skills of women artisans in the handloom sector, promoting economic independence and cultural preservation. The program commenced with an introduction to the significance of the handloom industry, emphasizing its role in sustaining traditional craftsmanship and providing livelihood opportunities. Expert facilitators conducted hands-on workshops that focused on various handloom techniques, including weaving, dyeing, and design. Participants were encouraged to experiment with different patterns and materials, fostering creativity and innovation.

In addition to technical training, the program provided valuable insights into entrepreneurship. Women learned essential business skills, including marketing strategies, pricing, and financial management, empowering them to start their own ventures. This dual approach aimed not only to improve craftsmanship but also to equip participants with the tools needed to succeed in the market. Community engagement was a key component of the initiative. Participants shared their experiences and challenges, creating a supportive network that encouraged collaboration and knowledge sharing. The program also highlighted the cultural significance of handloom textiles, fostering a sense of pride in their heritage.

We achieved OBE Value Associated Skill Enhancement & Economic Empowerment, Mulya Parvah Achieved Economic Independence and Cultural Preservation UNSDG Goal Achieved Goal 5: Gender Equality, Goal 8: Decent Work

Sr. No	OBE Value Associated	Mulya Parvah Achieved	UNSDG Goal Achieved	Participants
1	Skill Enhancement & Economic Empowerment	Economic Independence and Cultural Preservation	Goal 5: Gender Equality, Goal 8: Decent Work	10



उन्नत भारत अभियान
UNNAT BHARAT ABHIYAN
समृद्धि-समृद्धि-समृद्धि-समृद्धि-समृद्धि-समृद्धि-समृद्धि-समृद्धि-समृद्धि-समृद्धि



TECNIA
INSTITUTE OF ADVANCED STUDIES
CLASSICAL INSTITUTE
DELHI (INDIA)

**Unnat Bharat Abhiyan
Cell**

Organizing

OUTREACH ACTIVITY

on
**Artisans and
Rural Skills:**
Empowering
Women in
Handloom
Industry

10 SEP, 2023

VENUE: BAKHTAWAR PUR

11:00 AM ONWARDS

Incharge: Dr. Rajnesh Kumar Pandey



2.2 Rainwater Harvesting

Date : 16-10-2023

Report: On 16th Oct. 2023, The Unnat Bharat Abhiyan Cell of the Tecnia Institute of Advanced Studies recently conducted a program titled "Water Management: Rain Water Harvesting—Promoting Rainwater Collection and Use" at Bhalswa Dairy. This initiative aimed to educate local communities about the significance of rainwater harvesting as a sustainable solution to water scarcity. The program began with an engaging introduction that outlined the importance of effective water management, particularly in light of increasing water shortages and climate change. Participants learned about the benefits of rainwater harvesting, including its role in reducing reliance on groundwater and enhancing water availability during dry seasons. Expert facilitators conducted interactive workshops, where attendees were introduced to various rainwater harvesting techniques and systems. These practical sessions included demonstrations on how to design and install simple collection systems, emphasizing the ease and affordability of implementing such solutions at home. Participants were encouraged to think creatively about how they could adapt these techniques to their specific environments. In addition to technical training, the program emphasized community involvement and ownership.

Discussions were held on the importance of collective action in promoting water conservation practices, fostering a sense of responsibility among participants. Community members shared their experiences and challenges related to water management, enhancing collaboration and knowledge sharing. At the conclusion of the program, participants expressed a greater understanding of rainwater harvesting and its potential benefits for their households and the community. Many committed to implementing rainwater collection systems in their homes, demonstrating a proactive approach to water management.

We achieved OBE Value Associated Sustainable Practices & Environmental Education, Mulya Parvah Achieved Community Engagement and Water Conservation, UNSDG Goal Achieved Goal 6: Clean Water and Sanitation, Goal 13: Climate Action.

Sr. No	OBE Value Associated	Mulya Parvah Achieved	UNSDG Goal Achieved
1.	Sustainable Practices & Environmental Education	Community Engagement and Water Conservation	Goal 6: Clean Water and Sanitation, Goal 13: Climate Action



उन्नत भारत अभियान
UNNAT BHARAT ABHIYAN
शिक्षित भारत - स्वस्थ भारत - स्वच्छ भारत - स्वरोपजी भारत - समृद्ध भारत



TECNIA
INSTITUTE OF ADVANCED STUDIES
GRADE "A" INSTITUTE
DELHI INDIA

**Unnat Bharat Abhiyan
Cell**
Organizing
OUTREACH ACTIVITY
on
**Water Management :
Rain Water
Harvesting – Promoting
Rainwater Collection
and Use**

16 Oct., 2023	VENUE: BHALSWA DAIRY, DELHI	11:00 AM ONWARDS
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Incharge: Dr. Rajnesh Kumar Pandey



2.3 Awareness Campaign on Hygiene

Date : 29-11-2023

Report: The Unnat Bharat Abhiyan Cell of the Tecnia Institute of Advanced Studies organized an awareness campaign on the Hygiene at Bhalswa Dairy in Northwest Delhi on November 29, 2023. Dr. Rajnesh Kumar Pandey, coordinator of the UBA cell, conducted this activity. Under his guidance, a group of volunteers from the institute participated in the awareness campaign. The volunteers raised slogans related to the environment. They have invited people around and talked to them about the degradation of the environment, to which they all listened carefully. They have also shared their problems and complained about the municipal corporation of that area. The volunteers emphasized that people should plant more and more trees around their houses and not throw or burn plastic bags. The volunteers, along with the coordinator of the UBA cell, have visited the municipal office of the area and raised the issues faced by the local population of Bhalaswa Dairy.

We achieved Community Involvement & Environmental Responsibility, Mulya Parvah Achieved Environmental Protection and UNSDG Goal Achieved Goal 11: Sustainable Cities and Communities.

Sr. No	OBE Value Associated	Mulya Parvah Achieved	UNSDG Goal Achieved
1	Community Involvement & Environmental Responsibility	Environmental Protection	Goal 11: Sustainable Cities and Communities

TECNIA
INSTITUTE OF ADVANCED STUDIES
GRADE "A" INSTITUTE

Unnat Bharat Abhiyan Cell
Organizing
Awareness Campaign
on
Hygiene

29th November 2023
12:30 PM onwards

Venue :
Bhalaswa Dairy, Delhi

Coordinator
Dr. Rajnesh Kumar Pandey
+91 95084 16511

Student Coordinator:
Vani : 9911311380



2.4 Clean City, Green City

Date: 15-02-2024

Report: The Unnat Bharat Abhiyan Cell of Tecnia Institute of Advanced Studies, New Delhi organized an awareness campaign on “Clean City, Green City” in Bhalswa Dairy village on 15th Feb.2024. The institution has adopted five villages where Unnat Bharat Abhiyan Cell is continuously working to create awareness on human developmental issues and trying its best effort to implement the Gandhian vision of rural development. In this course of action, the UBA cell has organized an awareness campaign successfully. In this campaign the students along with the faculty coordinators have selected two lanes of this village where they interacted with each household people and given information about importance of cleanliness.

The entire team talked about the precautionary measures and conditions responsible for the spread of pollution, garbage issue, draining problems. The people residing in the village were very cooperative and they welcomed the arguments provided by the team regarding awareness on Clean City, Green City. During the awareness campaign it has been observed that cleanliness and scientific awareness is one of the major issues where the villagers were struggling, and several works are required to tackle this issue. Overall, it was a nice experience for both the cell and club respectively.

We achieved OBE Value Associated Community Health & Environmental Awareness Mulya Parvah Achieved Clean Environment UNSDG Goal Achieved Goal 3: Good Health and Well-being, Goal 11: Sustainable Cities and Communities

Sr. No	OBE Value Associated	Mulya Parvah Achieved	UNSDG Goal Achieved
1	Community Health & Environmental Awareness	Clean Environment	Goal 3: Good Health and Well-being, Goal 11: Sustainable Cities and Communities




TECNIA INSTITUTE OF ADVANCED STUDIES
 GRADE "A" INSTITUTE





Unnat Bharat Abhiyan
 Organizing

Clean City Green City
 (An initiative to promote environment friendly lifestyle)

 15 Feb. 2024
 (Thursday)

 Bhalaswa Dairy,
 Delhi

Mr. Ashish Kumar
 Coordinator - Unnat Bharat Abhiyan

tiasp.tecna.in



 /tecna official



2.5 Save Energy, Save Earth

Date : 16-March-2024

Report: On March 16, 2024, the Unnat Bharat Abhiyan Cell organized a campaign aimed at promoting the importance of saving energy to conserve the environment and combat climate change. The campaign focused on raising awareness about the critical role of energy conservation in achieving sustainable development goals and fostering a sense of responsibility towards preserving our planet. This report outlines the key highlights and outcomes of the campaign, emphasizing its significance in terms of cost savings, environmental conservation, climate change mitigation, energy security, improved air quality, and public health.

The campaign was highly appreciated by the local people and good no. of people witnessed the campaign. During the campaign it was observed by the UBA coordinator that awareness on daughters' life and education is required, and people have taken the message very seriously. The local people asked us to organize more such campaign on different issues of rural awareness. The local leadership of Bhalswa Dairy also came to support the event and appreciated the students.

We achieved OBE Value Associated Sustainability & Energy Efficiency, Mulya Parvah Achieved Environmental Stewardship and UNSDG Goal Achieved Goal 7: Affordable and Clean Energy, Goal 13: Climate Action

Sr. No	OBE Value Associated	Mulya Parvah Achieved	UNSDG Goal Achieved
1	Sustainability & Energy Efficiency	Environmental Stewardship	Goal 7: Affordable and Clean Energy, Goal 13: Climate Action





TECNIA INSTITUTE OF ADVANCED STUDIES
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Unnat Bharat Abhiyan

Organizing

Save Energy, Save Earth

(An initiative to promote environment friendly lifestyle)

16th March 2024 | Bhalaswa Dairy, Delhi

Mr. Ashish Kumar
Coordinator - Unnat Bharat Abhiyan




tiagp.tecniain |    /tecniain official



2.6 Empowering on education

Date : 6-04-2024

Report: Under the Unnat Bharat Abhiyan initiative, a comprehensive program focusing on education empowerment was organized in Nangli Poona village on 6th April 2024. The event aimed to promote knowledge sharing, awareness, empowerment, and social development. The program included interactive sessions addressing the importance of education in building a progressive society. A special workshop was conducted for school students, emphasizing the value of continuous learning and the role of education in career advancement. Awareness sessions for parents highlighted the need for supporting children's education, reducing dropout rates, and fostering a learning-friendly environment at home.

Knowledge-sharing activities included book donations and the establishment of a community library to ensure access to educational resources. Local youth were empowered through digital literacy training, preparing them for modern employment opportunities. Women's groups were engaged in discussions on financial literacy and skill-based education to enhance their self-reliance.

The event witnessed active participation from villagers, educators, and volunteers, reflecting the community's enthusiasm for development. The program concluded with a pledge to work collectively towards achieving educational excellence in Nangli Poona village, ensuring holistic social development. This initiative marks a significant step toward building an enlightened and empowered rural community.

We achieved OBE Value Associated Educational Development & Social Empowerment, Mulya Parvah Achieved Education & Empowerment and UNSDG Goal Achieved Goal 4: Quality Education, Goal 5: Gender Equality.

Sr. No	OBE Value Associated	Mulya Parvah Achieved	UNSDG Goal Achieved
1	Educational Development & Social Empowerment	Education & Empowerment	Goal 4: Quality Education, Goal 5: Gender Equality



TECNIA
INSTITUTE OF ADVANCED STUDIES-CDL
STANDALONE INSTITUTE

**Unnat Bharat Abhiyan
Organising
EDUCATION &
EMPOWERMENT
(Outreach Activity)
Educational Development &
Social Empowerment**

6 April 2024 Venu : Nanglipoona 11:00 AM Onwards

Incharge: Mr. Ashish Kumar



2A.Outreach Activities Report

Sr.No	Date	Event	OBE Value Associated	Mulya Parvah Achieved	UNSDG Goal Achieved	Participants
1	Oct. 2023	Artisans and Rural Skills: Empowering Women in the Handloom Industry	Skill Enhancement & Economic Empowerment	Economic Independence and Cultural Preservation	Goal 5: Gender Equality, Goal 8: Decent Work	10
2	16th Oct. 2023	Water Management: Rain Water Harvesting	Sustainable Practices & Environmental Education	Community Engagement and Water Conservation	Goal 6: Clean Water and Sanitation, Goal 13: Climate Action	19
3	29th Nov. 2023	Hygiene Awareness Campaign at Bhalswa Dairy	Community Involvement & Environmental Responsibility	Environmental Protection	Goal 11: Sustainable Cities and Communities	15
4	15th Feb. 2024	Clean City, Green City Campaign	Community Health & Environmental Awareness	Clean Environment	Goal 3: Good Health and Well-being, Goal 11: Sustainable Cities and Communities	10
5	16th March 2024	Energy Conservation Campaign	Sustainability & Energy Efficiency	Environmental Stewardship	Goal 7: Affordable and Clean Energy, Goal 13: Climate Action	23
6	6th April 2024	Education Empowerment Program at Nanli Poona	Educational Development & Social Empowerment	Education & Empowerment	Goal 4: Quality Education, Goal 5: Gender Equality	23
Total Beneficiaries			5 Villages adopted under UBA			100

2. B. WEBSITE LINKS

OUTREACH ACTIVITIES	
S.No.	Link
1	https://tiaspg.tecna.in/wp-content/uploads/2024/01/Report-on-Awareness-Campaign-on-Sanitation-Bakhtawar-Pur.pdf
2	https://tiaspg.tecna.in/wp-content/uploads/2024/01/Report-on-Awareness-Campaign-on-Sanitation-Bakhtawar-Pur.pdf
3	https://tiaspg.tecna.in/wp-content/uploads/2024/01/Report-on-Awareness-Campaign-on-Environment-Bhalaswa-Dairy.pdf
4	https://tiaspg.tecna.in/wp-content/uploads/2024/01/Report-on-Awareness-Campaign-on-Hygiene-Bhalaswa-Dairy.pdf
5	https://tiaspg.tecna.in/wp-content/uploads/2024/07/Clean-City-Green-City-15-Feb-2024.pdf
6	https://tiaspg.tecna.in/wp-content/uploads/2022/12/UBA-24.07.2022-Discussion-on-planning-of-awareness-campaign-and-street-play-in-Bhalswa-Dairy-1.pdf

3. FUTURE PLANS

The future plans of Unnat Bharat Abhiyan (UBA) are aligned with global and national sustainable development frameworks, including the United Nations Development Group (UNDG), Mulyapravah (Value Education), and the United Nations Sustainable Development Goals (UNSDGs). These initiatives aim to create a self-reliant and sustainable rural India by integrating technology, education, and ethical values into rural development programs.

Integration with UNDG and UNSDG Goals

UBA aims to strengthen its alignment with UNDG and UNSDGs by addressing key global challenges such as poverty eradication, quality education, clean water and sanitation, climate action, and economic growth. Future initiatives will focus on:

- Sustainable Agriculture: Promoting organic farming, water conservation, and eco-friendly farming practices.
- Renewable Energy Solutions: Implementing solar and biogas energy in rural areas.
- Digital Literacy and E-Governance: Enhancing rural digital infrastructure to bridge the urban-rural technology gap.
- Healthcare and Hygiene: Strengthening sanitation programs under Swachh Bharat Abhiyan and providing affordable healthcare solutions.

Implementation of Mulyapravah (Value-Based Education)

UBA's future roadmap integrates Mulyapravah, which emphasizes ethical and value-based education to foster responsible citizenship. Educational institutions will:

- Promote Gandhian Principles of self-sufficiency, dignity of labor, and community living.
- Encourage Ethical Leadership among students and faculty engaged in rural development.
- Instill Environmental Responsibility through sustainable practices.

UBA plans to expand its reach to more villages and create a knowledge-sharing ecosystem through collaborations with NGOs, government bodies, and international organizations. By aligning with the UNDG, UNSDGs, and Mulyapravah, UBA envisions a self-sufficient, value-driven, and sustainable rural India, reinforcing India's commitment to Atmanirbhar Bharat

4. CONCLUSION

The Unnat Bharat Abhiyan (UBA) has been a remarkable initiative to bring transformative change in rural India by leveraging the collective strength of educational institutions and communities. As this initiative progresses, it is crucial to align our efforts with the foundational values that ensure sustainable, inclusive, and impactful development. This report underscores how UBA embodies the principles of respectfulness, harmony, belongingness, integrity, dedication, global citizenship, trusteeship, sustainability, inclusiveness, commitment, and constitutional values.

The cornerstone of UBA is mutual respect between rural communities and educational institutions. By understanding and valuing the knowledge, culture, and traditions of rural India, the program fosters an environment where all stakeholders feel valued and heard. Respectfulness ensures that development initiatives are culturally sensitive and community-driven.

UBA promotes harmony by addressing social and economic disparities. By implementing projects that unite diverse groups, the program strengthens the fabric of rural communities. Harmony is reflected in initiatives that reduce conflicts and encourage cooperative development, ensuring everyone moves forward together.

The sense of belongingness cultivated through UBA is unparalleled. Participating institutions and rural residents collaborate as partners, creating a shared vision for development. This inclusivity builds trust and instills a sense of pride and ownership among all involved.

Integrity is at the heart of UBA's operations. Transparency in planning, execution, and monitoring ensures that resources are utilized effectively and ethically. Upholding integrity ensures that the program maintains its credibility and long-term viability.

The unwavering dedication of students, faculty, and community members drives the success of UBA. Their collective commitment to rural upliftment inspires innovative solutions to complex challenges. This dedication reinforces the resolve to achieve tangible and sustainable outcomes.

UBA instills a sense of global citizenship by addressing universal challenges such as poverty, education, health, and environmental sustainability. It equips participants with the knowledge and experience needed to contribute to global development goals while maintaining a localized focus.

Aligned with Gandhian philosophy, UBA emphasizes trusteeship—the responsible management of resources for the greater good. By prioritizing the needs of rural communities, the program ensures equitable development and empowers the underprivileged.

UBA is committed to sustainable development by promoting eco-friendly practices, renewable energy solutions, and resource conservation. These initiatives contribute to long-term prosperity while safeguarding the environment for future generations.

Inclusiveness is a defining feature of UBA. The program actively engages marginalized groups, ensuring that no one is left behind. By addressing the unique needs of diverse populations, UBA creates an equitable platform for growth.

The commitment demonstrated by all stakeholders—from policymakers to grassroots volunteers—is evident in the program's success. This dedication ensures continuity and the realization of UBA's long-term objectives.

UBA resonates deeply with the constitutional values of justice, liberty, equality, and fraternity. By championing these principles, the program contributes to building a society that upholds democratic ideals and ensures the dignity of every individual.

The Unnat Bharat Abhiyan is not just a developmental initiative; it is a values-driven movement that epitomizes the best of human spirit and cooperation. By adhering to these eleven values, UBA continues to transform rural India into a model of holistic and sustainable development, inspiring similar efforts globally. Together, let us uphold these values to create a brighter, more equitable future for all.

5. Annexure

OFFICE ORDER



प्रो. रजनीश जैन
सचिव

Prof. Rajnish Jain
Secretary



सत्यमेव जयते

विश्वविद्यालय अनुदान आयोग
University Grants Commission

(मानव संसाधन विकास मंत्रालय, भारत सरकार)
(Ministry of Human Resource Development, Govt. of India)

बहादुरशाह ज़फ़र मार्ग, नई दिल्ली-110002
Bahadur Shah Zafar Marg, New Delhi-110002

Ph.: 011-23236288/23239337

Fax : 011-2323 8858

E-mail : secyugc@nic.in

D.O.No.F.1-1/2018(SA/UBA)

6th March, 2018

Dear Madam/Sir,

Ministry of Human Resource Development (MHRD), Government of India has launched a programme '**UNNAT BHARAT ABHIYAN**' aiming to connect the higher educational institutions to the villages around, for transfer of knowledge to enrich rural India.

The primary objectives of Unnat Bharat Abhiyan are to engage the faculty and students of Higher Educational Institutions in understanding rural realities; identify and select existing innovative technologies, customise and implement as per local needs; to allow the institutions to contribute to devise systems for smooth implementation of various government schemes.

Both Central and State Higher Educational Institutions (Technical & Non-technical) will be selected through **CHALLENGE METHOD**, based on certain parameters. The selected Institutions will work closely with State Government/ District Administration/ Panchayati Raj Institutions/Other Institutions/ NGOs to provide customized technological solutions, undertake field studies, study the implementation of government schemes and facilitate their implementation according to the local needs. The selected institutions are expected to meet some expenses from their own resources as MHRD would be funding them partially.

OM dated 20.02.2018 and advertisement for Unnat Bharat Abhiyan are attached for your ready reference. For further details, you may access www.unnat.iitd.ac.in.

The interested institutions may apply only online on the above mentioned link of Unnat Bharat Abhiyan, latest by 5 pm on 15.03.2018.

I request you to take this opportunity to be part of Unnat Bharat Abhiyan in contributing to enrich rural India. You are also requested to encourage your affiliated colleges to participate in Unnat Bharat Abhiyan.

With regards,

Yours sincerely,

(Prof. Rajnish Jain)

The Vice Chancellors of all Universities

Copy to:

1. The Secretary (HE), Department of Higher Education, Ministry of Human Resource Development, Shastri Bhawan, New Delhi
2. Mr. S Saravana Kumar, Joint Secretary, Ministry of Human Resource Development, Shastri Bhawan, New Delhi
3. The Publication officer, UGC, New Delhi for uploading on UGC website
4. All regional offices of UGC for uploading on their respective website

(Prof. Rajnish Jain)

UBA CELL CORE COMMITTEE

S.No.	NAME	Designation	Mobile no.	E-mail ID
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