



UNNAT BHARAT ABHIYAAN

Name of Participating Institute: SES College, Sreekandapuram

Progress Report

Report period: June 2024 to March 2025

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**UNNAT BHARAT ABHIYAAN
SES COLLEGE, SREEKANDAPURAM
ACTIVITY REPORT 2024-25**

Ministry of Human Resources Development (MHRD), Government of India had launched the national programme called Unnat Bharat Abhiyan (UBA), with the vision to involve professional and higher educational institutions in the development process of rural areas in the country to achieve sustainable development and better quality of life.

Vision

Unnat Bharat Abhiyan is inspired by the vision of transformational change in rural development processes by leveraging knowledge institutions to help build the architecture of an Inclusive India and to have a paradigm shift in academic and research programs of the country.

Mission

1. Develop the necessary mechanism and proper coordination among educational institutions, implementation agencies (District administration / Panchayati Raj Institutions) and the grassroots level stakeholders to enable effective intervention at the field level.
2. 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, customized use of existing technologies and use of knowledge as per the local needs.
3. Reorienting the academic curricula and research programs in higher educational institutions to make them more responsive to the needs of the time and to bring in holistic development and enrich knowledge of students about issues of villages/society.

OBJECTIVES OF UNNAT BHARAT ABHIYAN

- To engage the faculty and students of Higher Educational Institutions in understanding rural realities.
- To identify & select existing innovative technologies, enable customization of technologies, or devise implementation methods for innovative solutions, as per the local needs.
- To leverage the knowledge base of the educational institutions for effective implementation of various government programmes.

SES College, Sreekandapuram with AISHE Code: C-43878 has agreed to participate in UBA as a participating institute (PI) and to carry on the activities of UBA.

Under UBA programme every participating Institute is to adopt a cluster of five villages in consultation with the District collector. SES College have proposed and selected the following villages in Kannur District.

1.Malapattom

2.Mayyil.

3.Pattannur.

4.Chengalayi

5.Kalliad

The following activities are carried out under UBA scheme during 2024-25

World Environment Day

05/06/2024

The UBA Volunteers, in association with the NSS Unit of SES College, celebrated *World Environment Day* by organizing a sapling planting drive on the college campus. The programme was formally inaugurated by the principal, who emphasized the importance of environmental conservation and sustainable living.

As part of the initiative, 20 UBA volunteers actively participated in planting various saplings across the campus, contributing to a greener and more eco-friendly environment. The event highlighted the college's commitment to ecological responsibility and student-led environmental action.

Objective:

To promote environmental awareness and encourage sustainable practices among students by organizing a sapling plantation drive on the occasion of World Environment Day.

Outcome:

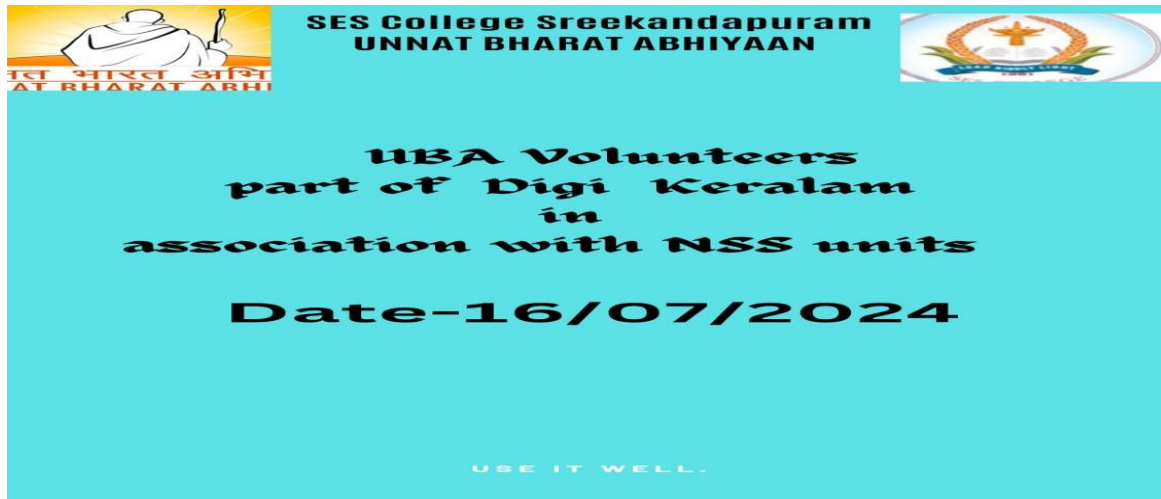
The programme successfully instilled a sense of environmental responsibility among the participants. Twenty UBA volunteers actively engaged in planting saplings, contributing to the greening of the campus and reinforcing the importance of eco-friendly initiatives within the student community.



Participation in Digi Keralam Project

16/07/2024

The Unnat Bharat Abhiyan (UBA) volunteers of SES College in association with NSS units actively participated in the Digi Keralam initiative, a digital empowerment programme by the Government of Kerala. As part of their commitment to fostering digital literacy and inclusive growth, 20 volunteers registered through the official platform provided by the government. By joining this initiative, the volunteers aim to support and promote digital awareness and services within their adopted villages and communities.



Objective:

To empower rural communities through digital literacy by actively involving UBA and NSS volunteers in the *Digi Keralam* initiative, enabling them to create awareness about digital services, promote e-governance, and bridge the digital divide in the adopted villages.

Outcome:

20 trained volunteers were successfully registered through the official Digi Keralam platform. They initiated digital awareness campaigns and assisted community members in accessing and utilizing various digital services such as online payments, government portals, and mobile applications, thereby contributing to the state's vision of a digitally inclusive society.

Ek Ped Maa Ke Naam: National Campaign

16/08/2024

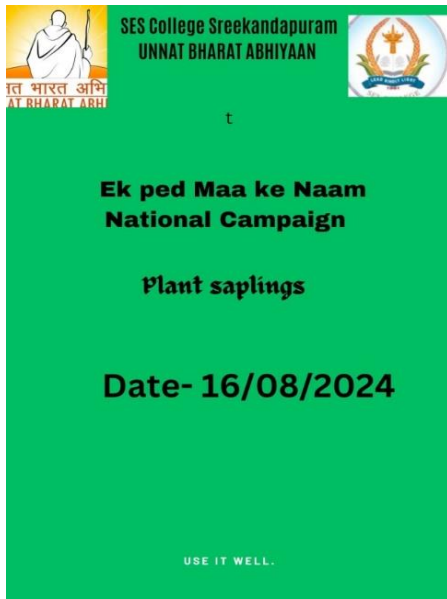
UBA volunteers of SES College participated in the national campaign *Ek Ped Maa Ke Naam* by planting saplings in their adopted villages and at their homes as a tribute to their mothers. 20 UBA volunteers participated in the programme.

Objective:

To honour the selfless love and care of mothers by encouraging students to plant a sapling in their name, thereby fostering emotional connection with nature and promoting environmental sustainability in both adopted villages and personal spaces.

Outcome:

UBA volunteers of SES College actively participated in the national campaign by planting saplings in their adopted villages and at their homes. The initiative deepened their sense of gratitude toward their mothers while simultaneously contributing to environmental conservation and community awareness about green practices.



Help to a physically challenged person

13/08/2024

As part of the Independence Day initiative, the UBA volunteers of SES College in association with NSS units extended support to Ms. Seenath, a wheelchair-bound woman residing in the college's adopted village. The volunteers purchased and promoted eco-friendly "Freedom Pens" handcrafted by her. 20 UBA volunteers actively participated in the marketing and sale of these pens, aiming to empower her financially and raise awareness about sustainable products.

Objective:

To empower Ms. Seenath, a differently-abled entrepreneur, by supporting her livelihood through the promotion and sale of her eco-friendly handcrafted "Freedom Pens," while also raising awareness about sustainability and inclusive development among the community.

Outcome:

The programme successfully engaged 20 UBA volunteers from SES College in the active marketing and sale of eco-friendly pens, resulting in increased financial support for Ms. Seenath. It also promoted environmental consciousness and fostered a spirit of social responsibility and inclusivity among students and the local community.

S.E.S COLLEGE SREEKANDAPURAM

Unnat Bharat Abhyaan
In Association with NSS Unit

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Social outreach and community Engagement Programme: oldage home Interface

26/09/2024

As part of their social outreach and community engagement initiatives, the UBA volunteers of SES College, in collaboration with the NSS units, visited 'Samaritan Palliative Care' an old age home located in the college's adopted village. 20 UBA volunteers participated in the programme.

Objective:

To provide emotional support and companionship to the elderly residents of Samaritan Palliative Care, and to promote values of empathy, social responsibility, and intergenerational bonding among student volunteers.

Outcome:

20 UBA volunteers from SES College actively engaged with the elderly residents, offering care, interaction, and comfort. The visit fostered emotional well-being among the inmates and helped the students develop a deeper understanding of community service and the importance of compassionate outreach.

