

## Transforming Rural Communities through the Unnat Bharat Abhiyan (UBA) Initiative

### Introduction

The Unnat Bharat Abhiyan (UBA) initiative at our institution aims to foster sustainable rural development through student and faculty engagement. By partnering with local communities, our goal is to address critical social issues and empower communities with knowledge and resources. The UBA 2025 Community Engagement Program, conducted in Sikkarampalayam and Agragarasamkulam, focused on Child Nutrition, Non-Communicable Diseases (NCDs), and Child Protection & Safety.

Through structured interventions, 140 students actively participated in field visits and interactive sessions, directly impacting school children, community members, and village administration. This report highlights the objectives, activities, outcomes, and impact of these initiatives, showcasing the collaborative efforts that made this program a success.

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### Objectives

The UBA Community Engagement Program was designed to:

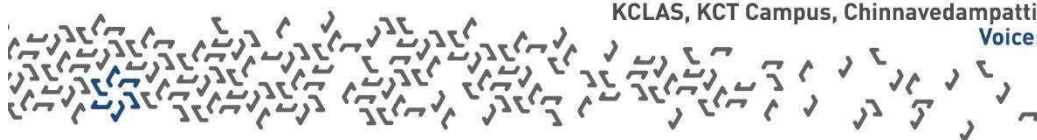
1. **Enhance Child Nutrition Awareness** – Assess dietary habits, improve nutritional knowledge, and promote healthy eating practices.
2. **Spread Awareness on Non-Communicable Diseases (NCDs)** – Educate the community on preventive healthcare, risk factors, and lifestyle choices.
3. **Promote Child Protection & Safety** – Raise awareness about child rights, child labor, and the importance of education.
4. **Engage Students in Community Development** – Provide practical exposure to social challenges, fostering leadership and social responsibility.

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### Program Interventions and Activities

#### 1. Child Nutrition Awareness Program

- **Date & Venue:** 25.01.2025, Sikkarampalayam
- **Participants:** 24 Undergraduate Students



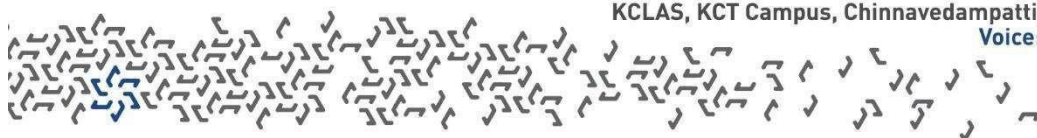
- **Key Activities:**
    - Conducted surveys on children's dietary habits and nutritional status.
    - Organized awareness sessions for parents and children on balanced nutrition.
    - Collected data to design effective nutrition education programs.
  - **Outcome:**
    - Identified gaps in nutrition awareness and food accessibility.
    - Provided a foundation for future intervention programs.
    - Improved community understanding of child nutrition challenges.
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## 2. Non-Communicable Disease (NCD) Awareness Program

- **Date & Venue:** 13.02.2025, Sikkarampalayam
- **Participants:** 45 Undergraduate Students
- **Key Activities:**
  - Hosted school and community sessions on NCD risk factors.
  - Conducted interactive games and pamphlet distribution.
  - Organized food demonstrations on healthy vs. unhealthy choices.
- **Outcome:**
  - Increased awareness about NCD prevention and healthy living.
  - Strengthened community engagement in wellness education.

## 3. Child Protection & Safety Initiative

- **Date & Venue:** 23.01.2025 - 14.02.2025, Sikkarampalayam and surrounding villages
  - **Participants:** 46 school children (Grades 1-5) + UBA volunteers
  - **Partner Organizations:** District Child Protection Unit & CSW Foundation
  - **Key Activities:**
    - Conducted interactive games on child rights.
    - Organized a drama performance on child labor and child marriage awareness.
    - Screened educational movies promoting child education.
    - Facilitated expert talks on child rights and government educational schemes.
    - Established school-based Child Protection Teams for sustainability.
  - **Outcome:**
    - Increased awareness among children about their rights and legal protections.
    - Encouraged school attendance and reduced the risk of child labor.
    - Strengthened peer support systems in schools.
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## Overall Impact & Sustainability

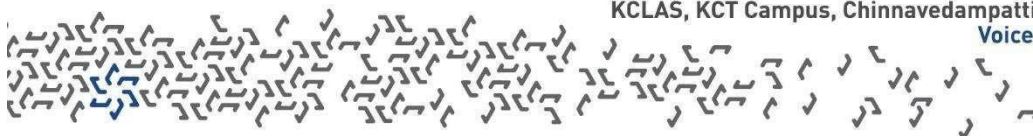
- **Community Awareness Improved** – The targeted programs successfully educated students, parents, and village administration on key social issues.
- **Student Engagement & Leadership Development** – Undergraduate students gained hands-on experience in social outreach, data collection, and program execution.
- **Behavioral Change & Knowledge Retention** – Interactive activities helped ensure better understanding and long-term impact.
- **Sustainable Initiatives Implemented** – Schools adopted peer learning support systems and Child Protection Teams to continue promoting safe and healthy environments.

## Conclusion and Future Directions

The UBA 2025 Community Engagement Program successfully bridged the gap between academic knowledge and real-world challenges. By integrating student efforts with community needs, the program has made a lasting impact on rural development and public health.

Moving forward, sustained collaboration with local schools, government agencies, and NGOs will be crucial in ensuring the continuity and expansion of these efforts. Higher education institutions continue to play a pivotal role in driving social change, making a meaningful difference in the lives of rural communities.

### Photos





## Acknowledgments

We extend our gratitude to the participating students, faculty coordinators, village administration, and community members for their unwavering support in making this initiative a resounding success.

### Faculty Coordinators:

Dr. Santhosh J S, Dr. Rex Sahayaraj M, Dr. Binesh C J, Ms. B Preethi Meena

