



# ST. XAVIER'S P.G. COLLEGE, PHAGI

## Unnat Bharat Abhiyan

### Activity Report ( Literacy Campaign )

#### Village-Kishorpura

Date:-30.01.2026

### 1. Introduction

Unnat Bharat Abhiyan (UBA) is a flagship program launched by the Ministry of Education. Unnat Bharat Abhiyan was launched on 11 November 2014 and its implementation began in 2015, with a restructured full-scale rollout in 2018. Under the Unnat Bharat Abhiyan, a **literacy campaign** was organized in Village Kishorpura (Fagi). The main objective of this program was to spread awareness about education in rural areas, encourage illiterate and semi-literate people to learn reading and writing, and inform them about the importance of education in daily life. With the cooperation of college students and teachers, the campaign was successfully conducted.

### 2. Objectives of the Program

- ❖ To promote awareness about literacy and education among villagers.
- ❖ To teach basic reading and writing skills to illiterate and semi-literate adults.
- ❖ To motivate parents to ensure regular school attendance of their children.
- ❖ To provide information about government education schemes and literacy programs.
- ❖ To promote self-reliance, confidence, and social development.
- ❖ To promote women education and empowerment.
- ❖ To develop digital and financial literacy.
- ❖ To create a positive attitude towards education.

### 3. Introduction of Village Kishorpura

- ❖ Name of Village:- Kishorpura
- ❖ Tehsil : Phagi
- ❖ District : Jaipur

- ❖ Sarpanch : Anita Devi
- ❖ Pin Code : 303005
- ❖ Approximate Area: Around 2.92 square kilometers (as per local records)
- ❖ Population: Approximately 806-1000.
- ❖ Main Occupation: Agriculture and Animal Husbandry.

The village's economy is primarily based on agriculture. Primary and upper primary education facilities are available, but literacy levels are relatively low in some communities. Keeping this need in mind, a literacy campaign was organized.

#### **4. Travel Details**

"Under the guidance of Principal Dr. Navratan Harshwal & Coordinator Mr. Mukesh Kumar Meena and the mentorship of faculty members, an educational and social visit was organized in Village kishorpura as part of the Literacy Campaign under the Unnat Bharat Abhiyan, with active participation from a large number of students. A team of students and faculty from the college departed at the scheduled time for the program and arrived in Kishorpura village. Upon arrival, local public representatives and villagers were welcomed by the college. The campaign outline was then presented at the Kishorpura community center, and activities began.

#### **5. Materials Distributed**

During the campaign, the following materials were distributed to the participants:

- |  |   |     |
|--|---|-----|
| ❖ Notebooks and pens                             | : | 75  |
| ❖ Pencils and erasers                            | : | 75  |
| ❖ Alphabet learning booklets (primers)           | : | 50  |
| ❖ Educational pamphlets                          | : | 100 |
| ❖ Charts and posters with educational messages : |   | 25  |

#### **6. Activities Conducted**

- ❖ Basic lessons on alphabets and numbers
- ❖ Reading and writing practice (writing names and simple sentences)

- ❖ Awareness sessions on the importance of education and government schemes
- ❖ Parent-teacher discussions regarding children's education
- ❖ Poster exhibitions and slogan activities to inspire villagers
- ❖ Women Literacy Programs – Household accounts, health and nutrition awareness
- ❖ Digital Literacy Workshops – Mobile usage, online services, digital payments
- ❖ Library and Reading Centers – Book distribution and newspaper reading

## **7. Outcomes of the Program**

- ❖ A positive attitude toward education was developed among villagers.
- ❖ Several illiterate participants gained basic literacy skills.
- ❖ Parents committed to improving their children's school attendance.
- ❖ Students developed a sense of social responsibility and leadership skills.
- ❖ Stronger cooperation was established between the college and the village community.
- ❖ Enhanced confidence and awareness among women
- ❖ Improved use of digital services

## **8. Conclusion**

The literacy campaign organized in Village Kishorpura under the Unnat Bharat Abhiyan was highly successful. The program played a significant role in connecting the rural community with the importance of education. Continued efforts like this will help increase literacy rates in rural areas, accelerate socio-economic development, and contribute toward building a self-reliant India.

## साक्षरता पर स्लोगन/नारे

1. साक्षरता ही है श्रृंगार हमारा,  
वरना व्यर्थ है जीवन सारा।
2. दीप से दीप जलाएंगे,  
देश को साक्षर बनाएंगे।
3. हम सबका एक ही नारा,  
निरक्षरों को साक्षर बनाना है।





