



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

Unnat Bharat Abhiyan

Activity Report (Water Conservation and Rainwater-Harvesting Campaign)

Village-Bhojpura

Date:-11-Feb-2026

1. Introduction

Unnat Bharat Abhiyan (UBA) is a flagship program launched by the Ministry of Education, Government of India, to bridge the gap between higher educational institutions and rural communities.

Water is one of the most valuable natural resources and is essential for human survival, agriculture, and sustainable development. However, increasing population, excessive groundwater extraction, irregular rainfall, and climate change have led to water scarcity in many rural areas. Rainwater harvesting and water conservation are effective solutions for ensuring water security and sustainable use of water resources.

Keeping these concerns in mind, St. Xavier's P.G. College, Phagi organized a Water Conservation and Rainwater Harvesting Campaign in Bhojpura village under Unnat Bharat Abhiyan. The aim of the campaign was to create awareness among villagers regarding water conservation techniques and the importance of rainwater harvesting for future generations.

2. Objectives of the Program

- ❖ To create awareness about water conservation among villagers.
- ❖ To promote rainwater harvesting practices in rural areas.
- ❖ To educate villagers about the importance of groundwater recharge.
- ❖ To encourage efficient use of water in households and agriculture.
- ❖ To spread awareness regarding sustainable water management.
- ❖ To develop environmental responsibility among students.
- ❖ To motivate the community to participate in water conservation activities.

3. Introduction of Village Bhojpura

- ❖ Name of Village: Bhojpura
- ❖ Tehsil: Phagi

- ❖ District: Jaipur
- ❖ Pin Code: 303005
- ❖ Population: Approximately 1800-1900
- ❖ Main Occupation: Agriculture, Animal Husbandry and Agricultural Labor

Bhojpura is a rural village where agriculture is the primary source of livelihood. The village largely depends on groundwater and seasonal rainfall for agricultural and domestic needs. Due to irregular rainfall and increasing water demand, awareness regarding water conservation and rainwater harvesting is essential. Therefore, Bhojpura village was selected for conducting this campaign.

4. Travel Details

Under the guidance of Principal Dr. Navratan Harshwal and Coordinator Mr. Mukesh Kumar Meena, students and faculty members assembled at the college campus in the morning. They were briefed about the objectives and activities of the campaign.

The team then departed for Bhojpura village by bus. Upon arrival, they were welcomed by village representatives and local residents. The program was conducted at a community gathering place where villagers were informed about water conservation methods and rainwater harvesting techniques.

Students actively interacted with villagers and explained the importance of saving water for future generations.

5. Materials Distributed

- ❖ Pamphlets on water conservation
- ❖ Posters related to rainwater harvesting
- ❖ Educational leaflets on groundwater recharge
- ❖ Awareness banners and stickers
- ❖ Informational booklets on sustainable water management
- ❖ Educational materials for school children

These materials were distributed to encourage villagers to adopt water-saving practices in their daily lives.

6. Activities Conducted

The following activities were conducted:

- ❖ Awareness Rally on water conservation
- ❖ Demonstration of rainwater harvesting techniques
- ❖ Public awareness session on groundwater recharge
- ❖ Nukkad Natak (Street Play) on water scarcity issues
- ❖ Interaction with farmers regarding efficient irrigation methods
- ❖ Water conservation pledge ceremony

7. Outcomes of the Program

- ❖ Increased awareness regarding water conservation.
- ❖ Better understanding of rainwater harvesting techniques.
- ❖ Encouragement among farmers to adopt efficient water management practices.
- ❖ Positive response from villagers towards groundwater recharge initiatives.
- ❖ Increased participation of youth and children in environmental activities.
- ❖ Strengthened community responsibility towards water conservation.

8. Conclusion

The Water Conservation and Rainwater Harvesting Campaign organized in Bhojpura village proved to be a significant step toward sustainable water management. The campaign successfully spread awareness regarding the importance of water conservation and rainwater harvesting among villagers.

Continuous efforts in this direction can contribute to water security, environmental sustainability, and overall rural development.

“Save Water, Secure Future”







