

DATE: 15/DEC/2025

UNNAT BHARAT ABHIYAN (UBA) – EVENT REPORT

Introduction

Unnat Bharat Abhiyan (UBA) is a flagship initiative of the Government of India aimed at strengthening rural India through active participation of higher educational institutions. The program focuses on holistic development of villages by addressing key areas such as health, hygiene, sanitation, education, agriculture, skill development, environmental sustainability, and livelihood generation. By fostering a strong connection between academic institutions and rural communities, UBA promotes inclusive growth and nation-building.

Under this initiative, educational institutions adopt nearby villages and work collaboratively with the local population to identify problems, assess needs through surveys, and implement sustainable, need-based solutions using local resources and indigenous knowledge systems, including AYUSH-based approaches.

In alignment with this vision, our institution organized the **Unnat Bharat Abhiyan (UBA) Inauguration Program** on **15 December 2025** to formally launch UBA activities, sensitize students and faculty, and lay the foundation for systematic community engagement and rural development initiatives.

Pre-Preparation & Planning

Before conducting the Unnat Bharat Abhiyan (UBA) inauguration program, systematic planning was undertaken by the college UBA Committee in coordination with faculty members **Dr. Hitesh Purohit, Dr. Ami Majmundar, Dr. Mrunalika Dikshit, and Dr. Sayyed Sir**, along with student volunteers.

A preliminary meeting was organized to understand the objectives and vision of UBA, identify the villages connected under the program, and discuss the scope of community-oriented activities. Based on this discussion, a tentative schedule for the inauguration program was prepared. The inauguration was planned to be held on **15 December 2025**.

Students were sensitized and briefed regarding their roles, responsibilities, and expected outcomes, including participation in surveys, data collection, and community interaction. Emphasis was given to understanding village needs related to cleanliness, sanitation, health, agriculture, and sustainable development.





Program Details

The **Unnat Bharat Abhiyan (UBA) Inauguration Program** was conducted on **15/12/2025** at the college campus as a formal stage function. The program commenced with the arrival of the **Honourable Vice Chancellor at 9:30 a.m.**, followed by a traditional welcome ceremony. An informal interaction and meeting with the Directors was held during breakfast till **9:55 a.m.**

The dignitaries present during the program were:

- **Mr. Kamleshbhai Shah – Resident Director**
- **Dr. Mihir Parikh – Campus Director**
- **Dr. Hitesh Purohit – Director of Education & Principal**
- **Dr. Hema Parikh – Director, Community Medicine**
- **Prof. Dr. Sunita Sharma – Professor I/C, Dean & UBA Coordinator (MSU)**

The formal proceedings began with the entry of dignitaries, followed by a welcome address by the Master of Ceremony. A prayer was performed and the lamp-lighting ceremony was conducted along with garlanding of dignitaries. This was followed by the introduction and felicitation of Prof. Dr. Sunita Sharma and other respected guests.

A brief overview of community activities under UBA was presented, highlighting rural engagement and outreach initiatives. This was followed by an address on **Unnat Bharat Abhiyan**

by Prof. Dr. Sunita Sharma, who explained the vision, objectives, and importance of institutional participation in rural development.

The **digital inauguration of Unnat Bharat Abhiyan** was performed by the Hon. VC Sir, officially marking the commencement of the initiative and introduction of the UBA team. The program concluded with a vote of thanks by **Dr. Mihir Parikh**, followed by the **National Anthem**. The entire program was completed within approximately **1.30 Hours**.













































Objectives of Unnat Bharat Abhiyan

The objectives of conducting the UBA inauguration program were:

1. To formally inaugurate and introduce the Unnat Bharat Abhiyan initiative at the institutional level.
2. To sensitize students and faculty members about rural development and community engagement.
3. To promote awareness regarding health, hygiene, sanitation, nutrition, and sustainable living.
4. To encourage active student participation in village-based surveys and developmental activities.

Program Execution

The program was executed in a structured, disciplined, and time-bound manner as per the pre-planned schedule. The event commenced with the arrival of the Dean of Maharaja Sayajirao University, followed by a traditional *tilak* welcome performed by student volunteers.

The Master of Ceremony welcomed the chief guest and invited dignitaries for lamp lighting. This was followed by a prayer song performed by Janvi and her team. A video showcasing the achievements of the institute during the current year was presented, followed by a presentation highlighting the achievements of Maharaja Sayajirao University.

The introduction of dignitaries and felicitation ceremony was conducted by **Dr. Hitesh Purohit**. **Dr. Sunita Sharma** was felicitated by **Mr. Kamleshbhai Shah** and **Dr. Mihir Parikh**.

A detailed presentation by **Dr. Hema Parikh** on community activities under UBA provided clarity regarding planned outreach programs and strategies adopted by the institution for rural engagement. The address by **Prof. Dr. Sunita Sharma** explained the mission, objectives, and long-term vision of Unnat Bharat Abhiyan.

The digital inauguration of UBA by the Dean of MSU officially launched the initiative, marking the institution's active participation in the national program.

Participation & Involvement

Faculty members, students, and administrative staff actively participated in the program. Student volunteers played a key role in organizing the event, welcoming dignitaries, and understanding their future responsibilities under UBA. The program encouraged interdisciplinary involvement and promoted teamwork.

Outcomes & Future Action Plan

Based on initial discussions and planning, the following key focus areas were identified for future UBA activities in adopted villages:

- **Survey Work & Data Collection** for understanding village needs
- **Cleanliness Drives** and awareness on hygiene
- **Water Supply & Sanitation** initiatives
- **Agriculture Support** and farmer-oriented guidance
- **Public Healthcare Services** with emphasis on preventive care
- **AYUSH-based Health Approaches** for community wellness
- **Skill Development Programs**, including dairy-related activities

- **Plastic Waste Management** and environmental cleanliness
- **Promotion of Local/Global Market Linkages** for village products
- **Green Energy Initiatives** such as biogas plants
- **Energy Conservation & Saving Practices**
- **Support for Small-Scale Industries**, including sweets and food processing units

Conclusion

The Unnat Bharat Abhiyan inauguration program was successfully conducted and served as a meaningful platform to initiate institutional commitment towards rural development. The program enhanced awareness among students and faculty regarding societal responsibilities and nation-building through village adoption. The institution looks forward to implementing sustainable, need-based, and community-oriented activities under the Unnat Bharat Abhiyan in the coming years.