



PURBA MEDINIPUR B. Ed. COLLEGE

(An Initiative Of Vidyasagar Memorial Educational and Welfare Trust)

Recognised by N.C.T.E & Affiliated to BSAEU (College Code - 17003)

Chaitanyapur | Purba Medinipur | West Bengal | 721645

Notice

Subject: Participation in Unnat Bharat Abhiyan (UBA) Community Outreach Activities

This is to inform all Students, Assistant Professors and Teaching Assistants of Purba Medinipur B.Ed. College that the Internal Quality Assurance Cell (IQAC) is organizing a series of community outreach activities under the Unnat Bharat Abhiyan (UBA).

The program aims to bridge the gap between higher education institutions and rural communities through structured developmental interventions.

Program Details:

- **Date of Event:** 11th November, 2025
- **Reporting Time:** 09:30 AM (College Campus)
- **Target Villages:** Chaitanyapur, Uttar Ranichak, Bhupatinagar, Uttar Kalinagar and Bajitpur.
- **Organized By:** IQAC, Purba Medinipur B.Ed. College.

Instructions for Participants:

- **Attendance:** Participation is mandatory for all students as this forms a vital part of the community work curriculum.
- **Dress Code:** College uniform with comfortable footwear suitable for field visits.

We look forward to your active participation in making this mission a success and contributing meaningfully to rural development.

UNNAT BHARAT ABHIYAN (UBA) Activities

Academic Year: 2024-2025

Date of Programme: 11th November, 2025

Venue: Chaitanyapur, Uttar Ranichak, Bhupatinagar, Uttar Kalinagar, Bajitpur

Organised by: IQAC, Purba Medinipur B.Ed. College

Target Group: Village Households, School Children, Youth Groups, SHGs, Local Community Members

Introduction

Purba Medinipur B.Ed. College undertook multiple community engagement activities under the Unnat Bharat Abhiyan (UBA) initiative in the nearby adopted villages—Chaitanyapur, Uttar Kalinagar, Uttar Ranichak, Bhupatinagar and Bajitpur.

The programme aimed to promote rural development, improve community awareness and develop social responsibility among student-teachers through direct interaction with rural communities.

Objectives of the Programme

- To understand the socio-economic conditions and educational needs of the adopted villages.
- To create awareness on health, sanitation, digital literacy, environmental conservation and education.
- To support and strengthen government initiatives related to rural development.
- To promote participatory learning and community-oriented problem-solving among student teachers.
- To engage the college meaningfully in local development through outreach and sensitization programmes.

Description of Activities Conducted

a) Household Surveys & Interaction

Student-teachers conducted household surveys to assess:

- literacy levels

- sanitation conditions
- digital access
- health and hygiene practices
- school-going patterns of children

Villagers willingly shared information that helped identify community needs.

b) Awareness Campaigns

- Awareness activities included:
- Cleanliness and sanitation drives
- Dengue and mosquito-borne disease awareness
- Waste management awareness
- Importance of schooling and attendance
- Road safety sensitization
- Women empowerment discussions with SHGs

c) Educational Support

- Interaction with local primary schools
- Demonstration classes for schoolchildren
- Reading habit development sessions
- Distribution of learning materials (if applicable)

d) Environmental Activities

- Tree plantation in common village spaces
- Awareness on plastic-free environments
- Encouraging use of eco-friendly practices

e) Digital Literacy Interaction

Villagers were informed about:

- safe mobile usage
- basic digital applications
- benefits of online services and government portals

f) Community Meetings

- Meetings were conducted with:
- Panchayat members
- SHG groups
- Village elders
- Youth clubs
- Discussions focused on improving local educational and environmental conditions.

Outcomes of the Programme

- Students gained first-hand understanding of rural realities and development challenges.
- Villagers became more aware of health, hygiene, education and digital literacy.
- Strengthened college–community linkage through meaningful engagement.
- Schoolchildren showed interest in learning activities introduced by student-teachers.
- Enhancement of students communication, coordination, leadership and social responsibility skills.

Conclusion

The Unnat Bharat Abhiyan activities conducted in Chaitanyapur, Uttar Kalinagar, Uttar Ranichak, Bhupatinagar and Bajitpur were successfully implemented and generated positive community impact. The initiative not only benefited the villagers but also provided experiential learning opportunities to the student-teachers, fulfilling the colleges mission of community-oriented education.

GPS Tagged Photos

