



# How to Improve the Quality of Proposals

Unnat Bharat Abhiyan 2.0




# Who is this for?

- 
- There are 14 Subject Experts Groups (SEGs) under UBA.
  - Some of the slides that follow are generic, which may be relevant to all the 14 SEGs.
  - However, the examples given relates to one of the SEGs:
  - That is: ***‘Capacity Building, Strategy for Convergence and Implementation’***. (led by NIRDPR, Hyderabad)
  - This essentially means UBA-Institutions can build the capacity of Service Villages to address the problems through a strategy called ‘Scheme Convergence’.



# Quality & Relevance

- **QUALITY** is about evidence-based / data-supported identification of rural problems.
  - **RELEVANCE** is about addressing (i) a pressing problem, that people feel it's a real problem + (ii) that which puts to use your professional competence.
- 

# (Thematic) Problem Analysis



# Identify a Problem that is mutually relevant

---

DO NOT identify a non-existent problem

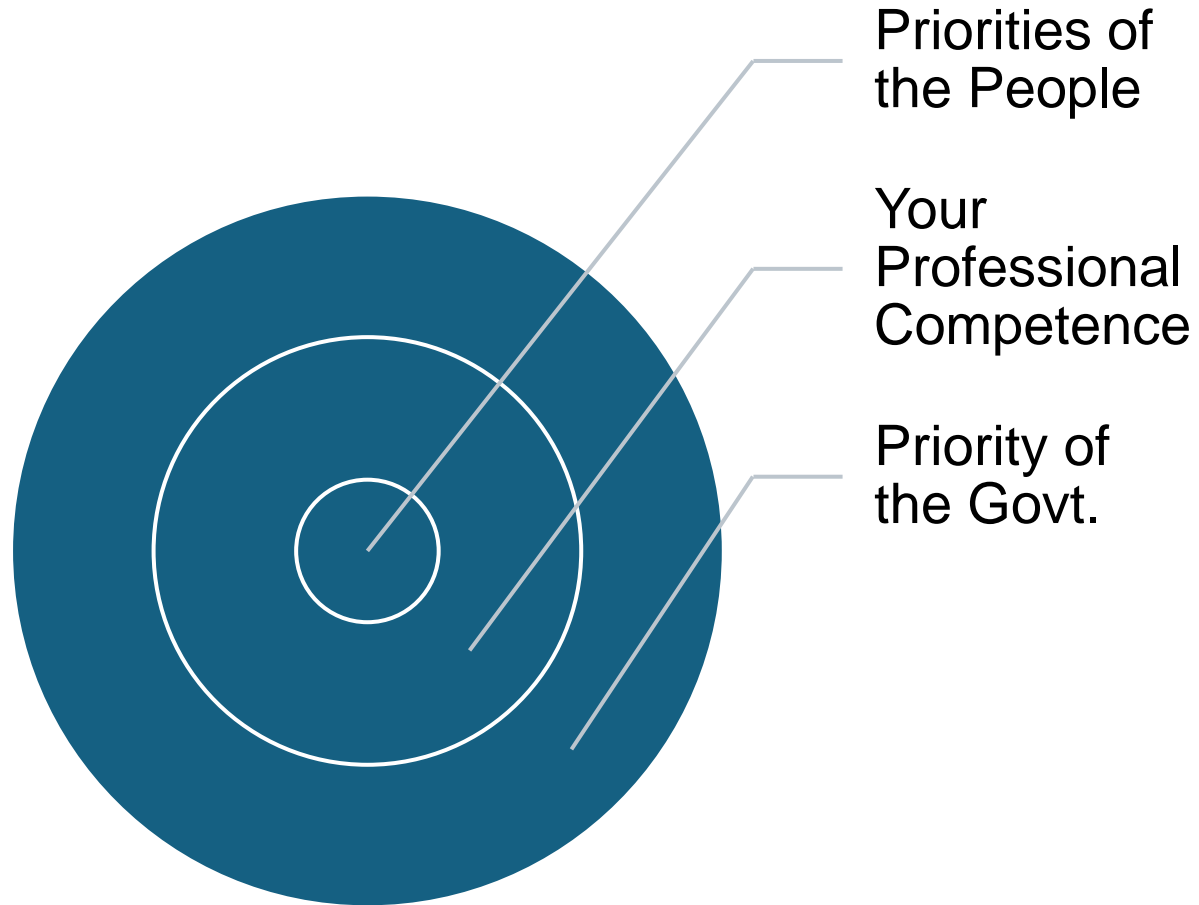
---

If you take up a problem that people do not consider it a problem, then it will be difficult to implement it.

---

Let the people narrate their problems, from their list, you can identify the one you feel you can work on (PRA)

# Consider these things



# Please Clarify:

- **Where does this proposal emerge from?**
- **Is it your idea, or this idea came out of a discussion held in the service villages?**
- ***If the idea is your own, did you at least discuss it with the key stakeholders***, especially those you think will benefit from your project?
- Clarify that this is not an R & D experiment / or awareness creation project.



# Please ensure you give in your proposal:

---

**Who are the beneficiaries?**

---

**How many** are likely to benefit through the solution being proposed?

---

What are the ***key deliverables***?

---

How is it likely to change the situations and conditions that are existing?


---

**What problem does it resolve?**

---

**What value does your intervention add?**





# Do I need to know all the Schemes of the Govt?

---

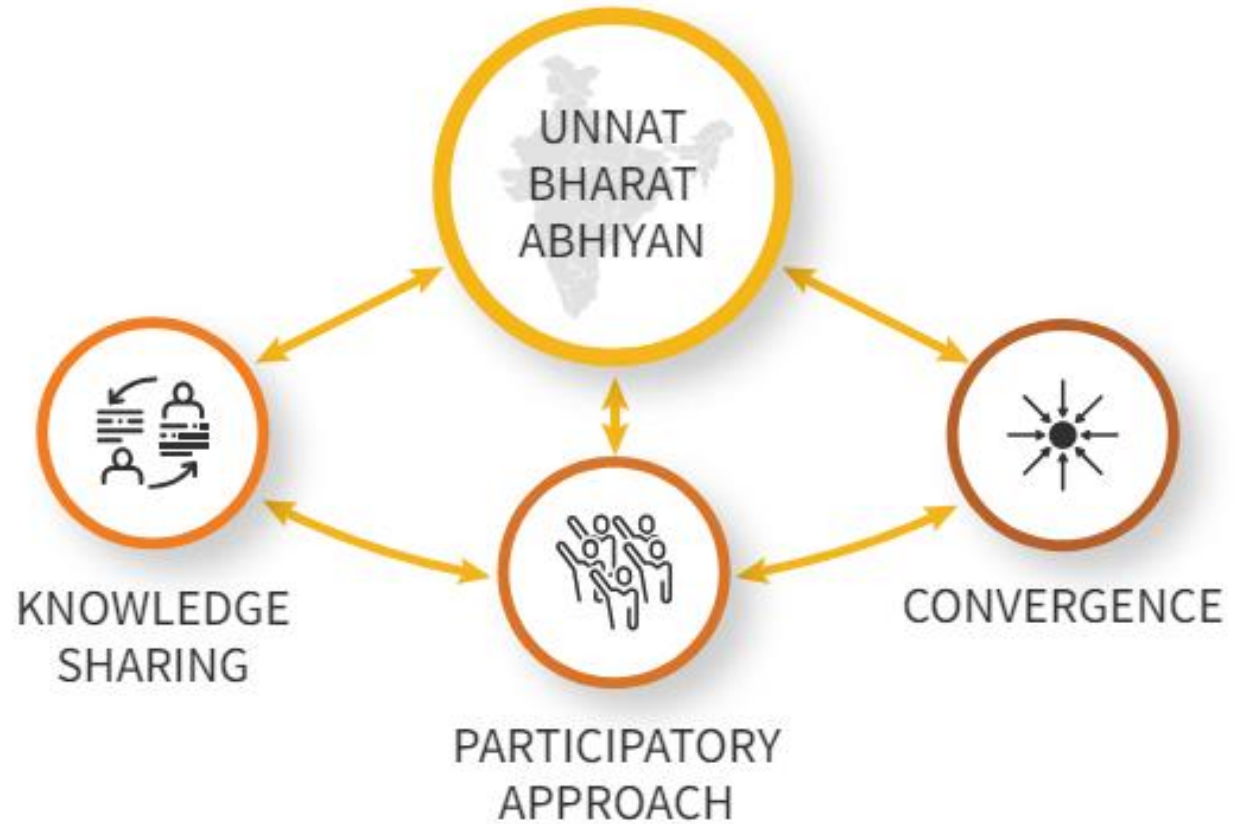
- You don't have to.
- This is because some of us have a misunderstanding of the usage 'Transformational Change'.
- UBA suggests a 'Transformational Change'
- Government of India aims at 'Transformational Change'.
- But what is 'Transformational Change'?
- **Taking up one issue at a time and addressing it in its entirety** – instead of following slow incremental approach.

## UBA is about 'Transformational Change'

- This is in alignment with Government of India's approach to Rural Development.
- Government of India aims at **Transformational Change** in every sector.
- Example : **Swachh Bharath Mission** aimed at 100% rural households to own toilet, and no one should do it in open.
- Similarly, **Jal Jeevan Mission** aims at providing functional house tap connection (FHTC) to 100% of the rural household.
- **Anaemia mukt Bharath** – 100% again.
- This is to contrast it with '**Incremental Change**' – taking a Saturation Approach.

## Ethos of UBA

# ETHOS OF UNNAT BHARAT ABHIYAN 2.0



# Two Approaches to UBA Work

1. Working with  
Gram  
Panchayats  
based on need

2. Demonstration  
Mode through  
Students  
Projects

# SDGs at a Glance



# Aligning with the Priorities of the Government (Sector Specific)

Theme-1	Poverty free and enhanced livelihoods village
Theme-2	Healthy village
Theme-3	Child friendly village
Theme-4	Water sufficient village
Theme-5	Clean and Green village
Theme-6	Self-sufficient infrastructure in village
Theme-7	Socially secured village
Theme-8	Village with Good Governance
Theme-9	Engendered Development in village

# Pharmacy College

---

LSDG Theme 2 - Healthy Village

---

What's your contribution to creating a Healthy Village?

---

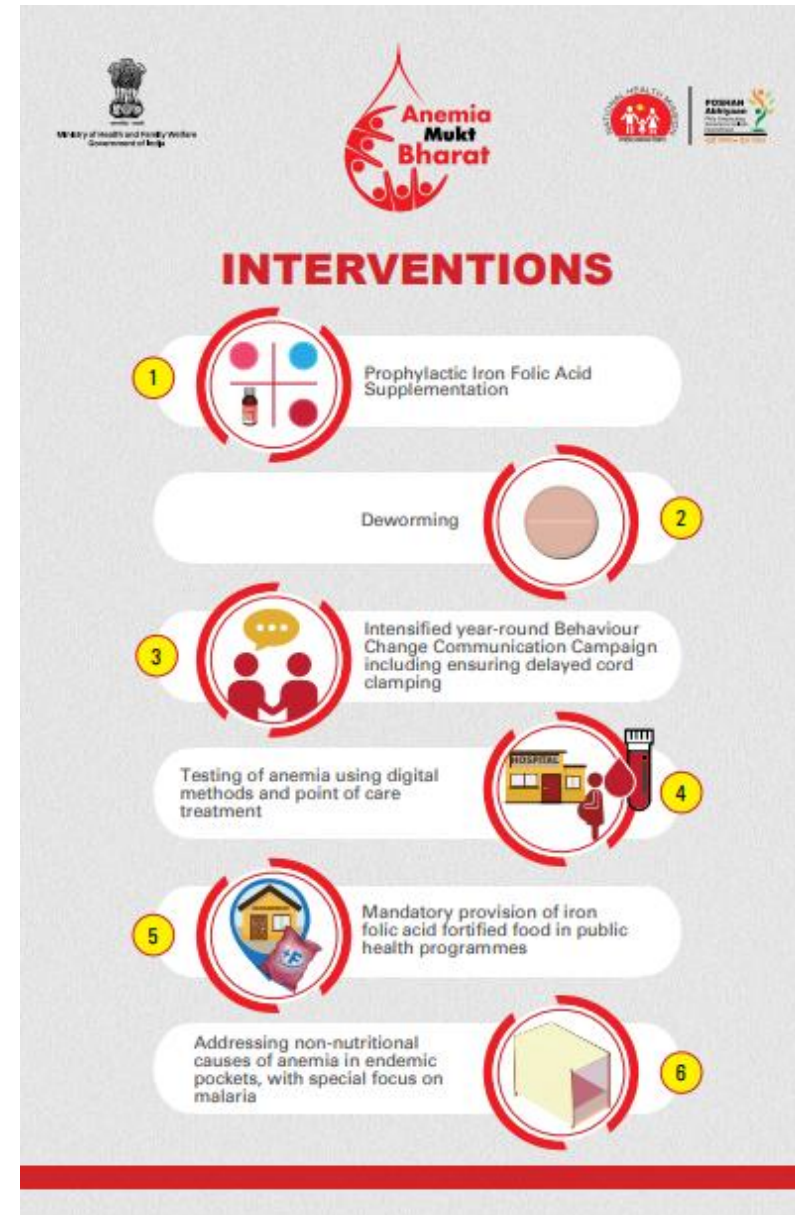
Can we create one of our Service Villages to become '**Anemia Mukta village**'?

---

Can we create one of our Service Villages as a **village that has 'Zero Malnourished Child'**?

# ANAEMIA MUKT BHARAT

- Anaemia is a significant public health challenge in India.
- Anemia Mukh Bharat strategy aims at reducing anaemia among six beneficiaries age group - children (6-59 months), children (5-9 years), adolescents (10-19 years), pregnant and lactating women and in women of reproductive age group (15-49 years) in life cycle approach.
- There is an Operational Guidelines for Anemia Mukh Bharat
- Testing and Treatment of anemia using digital methods.
- Iron Folic Acid Supplementation / Periodic de-worming
- Intensified year-round BCC Campaign
- Monitor Progress and report: Because of our UBA work, here is a village that is truly 'Anemia Mukh'.







# A Village that reports: **‘Zero-Malnutrition’**

- *‘Protocol for Management of Malnutrition in Children’*
- **‘Poshan Tracker’** – number of malnourished child
- Underweight; Stunting; Wasting; MAM – Moderate Acute Malnutrition; SAM – Severe Acute Malnutrition.
- Appropriate Infant and Young Child Feeding
- Anganwadi services: to provide adequate and age-appropriate complementary foods for children 6 months and above;
- Increase intake of iron-rich, protein-rich and vitamin C-rich foods; dietary diversification; food fortification;
- Parents orientation
- Scheme for Adolescent Girls and Pradhan Mantri Matru Vandana Yojana (PMMVY)

# Solar-powered pumping System (Electrical End.)



# Electrical Engineering

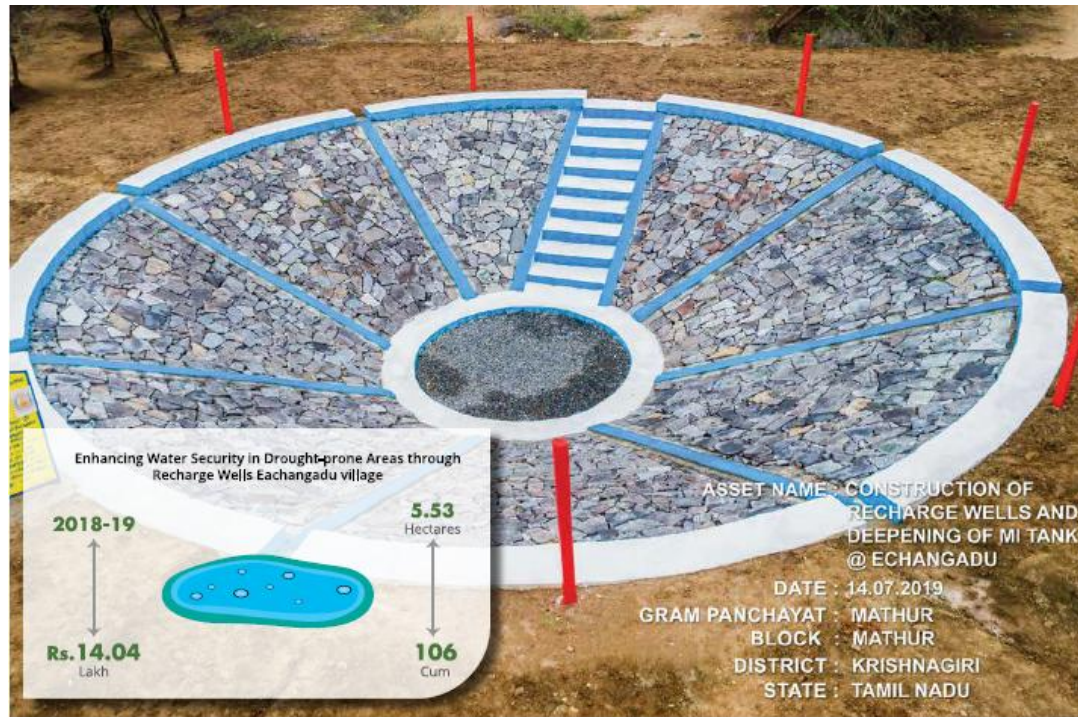
- Every farmer uses pump sets for irrigation, and electrical power for irrigation.
- In every village there is piped water supply, where pumping of water to OHT takes place.
- What type of pump sets are they using?
- How efficient they are – in terms of yield, energy efficiency; maintenance etc.?
- Can solar or other Renewable Energy sources serve the purpose?
- Is there a way **to reduce the power bill** of a farmer /pumping for drinking water by 50%

**IoT and  
SCADA  
(Computer  
Science  
Dept)**



# Civil Engineering (MGNREGS)

## Recharge Structure / well



## Rooftop rainwater harvesting





## Abandoned open wells in villages



Construct a boulder fence, cover it, and make it a groundwater recharge structure



## Groundwater Recharge Structure



# Grey water management (SBM-G/MGNREGS)



# Problems of water quality – JJM (Chemistry)

**Colour**



**Taste**

**Smell**

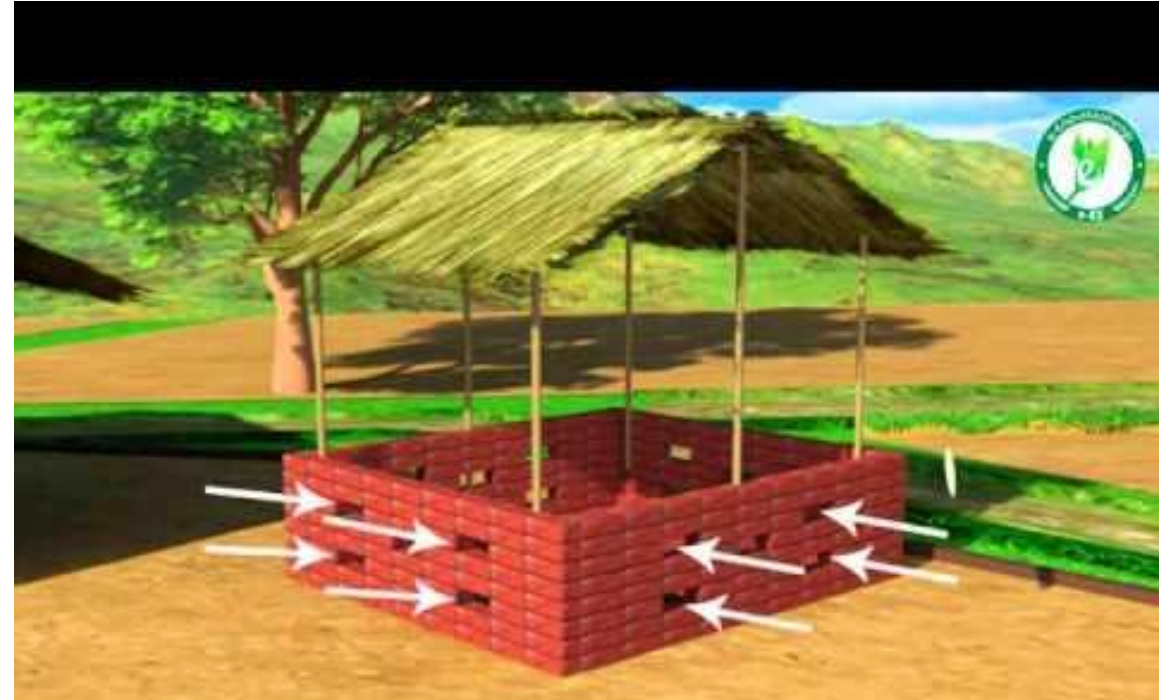


# If you are from a Social Science College

- **Clean and Green Village Project**
- Plant 100 tree saplings – preferably inside and near the school / ICDS centre and Panchayat Bhavan.
- Connect every tree with a child using stories that inspire children to water them daily.
- Ensure fencing the tree sapling as part of your plan
- In Panchayat Bhavan and other public buildings, arrange to change the ordinary bulbs and tubes into LED.
- Study the daily waste collection practice in the village, and help the sanitation workers to sell recyclable items to the nearest scrap dealer.
- Conduct a mass campaign on toilet use, and handwashing with soap.

## Clean School Project

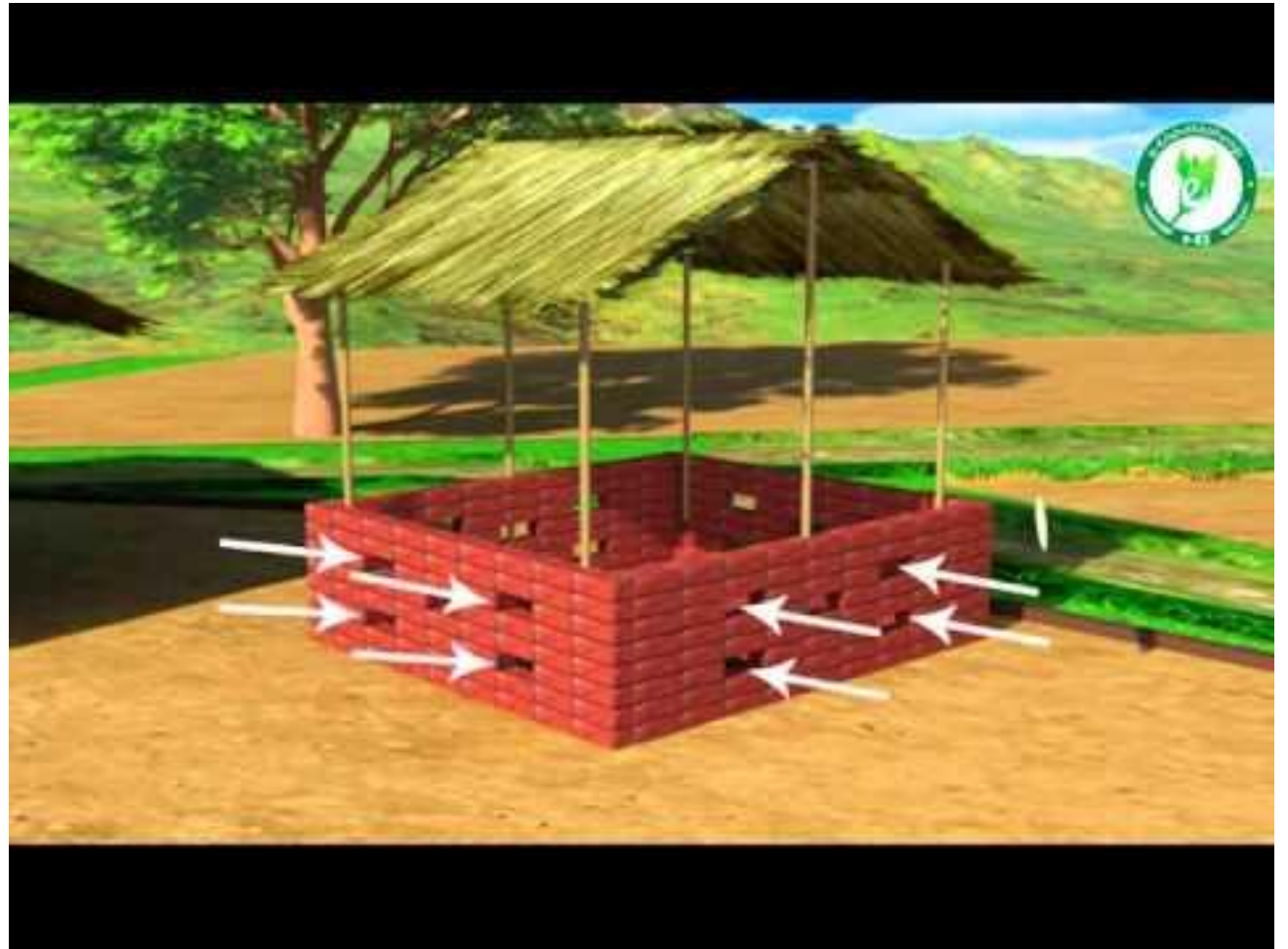
- Noon-meal kitchen waste, and food waste created by children
- Wastewater / greywater from noon-meal kitchen



# Leach pit for wastewater from noon-meal kitchen



# Clean School Project



# Handwashing station with leach pit



Platform for  
washing  
utensils in a  
school /  
Anganwadi  
noon-meal  
centre





# Sanitary Pad Incinerator installed in a High / Hr Sec. School girls' toilet



# Benefits of taking Udyam Registration

**Link:** - <https://udyamregistration.gov.in/Government-India/MinistryMSME-registration.htm>

**Office of Development Commissioner (MSME)  
Ministry of Micro, Small and Medium Enterprises**

**Date: Feb, 2021**



# PM SURYA GHAR Free Electricity Scheme

Postal Department Begins Registrations



[info@solar91.com](mailto:info@solar91.com) | [www.solar91.com](http://www.solar91.com)

Rs.30,000 – Rs.78,000 subsidy (30 – 50% savings in Electricity bill)



## Demonstration Mode (Most Technical Institutions)

- If you have a specific proven model or prototype of a technology that you would like to see how it works
- Demonstrate to the world that it works in your village.
- e.g. For example, you have developed an innovative **water-saving technology / energy-saving technology / Micro Finance model / e-governance etc.**
- Mobile-based Marketing Information System
- Waste management technologies;
- Wastewater management technologies etc.
- Demonstrate in the village that it works.

# Action Research Mode



There may be a 'concept' 'model' or 'technology' you strongly believe in e.g.,



*iron / fluoride removal from drinking water*;



*a new planting method, where you get double the yield;*



*Cost saving; energy saving through use of some technology in agri or in craftwork;*



*Reducing drudgery and enhancing production*



Take it up as an 'Action Research' with relevant local people, and document the process, and outcome.

# Are there Projects we discourage? Yes.

- **No R & D Projects** (customization is permissible. It is different)
- **Developing Mobile APPs** – not knowing the existing APPs
- (Do a survey of existing Apps, before proposing a new one)
- **Sensor-based dust-bins** for villagers !
- **Mobile app** for waste collection !
- Buy and give **smart boards / computers** etc. to a local school
- Set up a **machinery / Device** without any idea of who will operate and maintain it.

# Consider these things



PRIORITIES OF THE  
PEOPLE



YOUR PROFESSIONAL  
COMPETENCE



PRIORITY OF THE  
GOVT.



# UBA is NOT Rural Development Tourism

- We think we are busy.
- We have very little time
- Therefore, we pay quick visit to a village.
- Talk to a few people we happen to meet.
- Gather some rough idea and get back, assuming we have understood and ready to plan for that village.



# UBA is not NSS



After one  
year's work  
in our  
service  
villages,  
can we  
claim that:

---

This village is an **anaemia mukt village, zero-malnutrition village** because of the UBA work from my college.

---

In this village, every drop of rainwater serves to **recharge groundwater** because of the UBA work from my college

---

There is absolutely **no water stagnation** anywhere in this village and so it's a **mosquito-free** village because of the UBA work from my college

---

We have ensured **drinking water safety** in this village because of the UBA work from my college

---

The **Electricity bill** of these households and farmers have come down by **40%** because of the UBA work from my college

---



# Thank you

Dr R Ramesh

**SEG: Capacity Building, Strategy for  
Convergence of Government Schemes**

NIRD&PR, Hyderabad

[rramesh.nird@gov.in](mailto:rramesh.nird@gov.in)