



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)

Accredited "A++" Grade by NAAC | 12B Status by UGC | Approved by AICTE

www.sathyabama.ac.in

UBA REPORT **Year 2023-2024** **Quarterly- July to September**

The Mission of Unnat Bharat Abhiyan is to enable higher educational institutions to work with the people of rural India in identifying development challenges and evolving appropriate solutions for accelerating sustainable growth. In line with the Government initiative Sathyabama Institute of Science and Technology adopted Six Villages in and around the Chengalpattu and Kancheepuram.

Thenmelpakkam Village

About the village

It is located in Chengalpattu taluka of Kancheepuram district in Tamil Nadu, India, Thenmelpakkam is also classified as a Gram Panchayat. The village of Thenmelpakkam covers a total geographical area of 407.88 hectares. The total population of the village is 382 out of which 182 are males and 200 are females. The village has a literacy rate of 71.73%, of which 76.37% of the males and 67.50% of the females are literate. In the village there are about 108 houses.

- Locality Name: Thenmelpakkam
- City Name: Kattankolathur
- District: Kanchipuram
- State: Tamil Nadu
- Language: Tamil and English Time Zone: IST (UTC+5:30)
- Elevation / Altitude: 51 meters. Above Sea level
- Assembly constituency: Chengalpattu assembly constituency Assembly
- MLA: Varalakshmi M
- Lok Sabha constituency: Kancheepuram parliamentary constituency Parliament
- MP: Selvam.G
- Pin Code: 603002



Date: 09.03.2023

Time: 10.am to 3 pm

Venue: Thenmelpaakam, Kancheepuram District

Faculty: Dr.John Paul, Dr.S.Krishnakumari and Dr.D.Yamuna, School of Management Studies.

Participants: I MBA students

No of participants: 40

The UBA team visited the village on 9th march 2023 with a group of students from I year MBA.

Places visited:

1. Middle School
2. Village Office

Activities carried out:

1. The MBA students organised a workshop for the school students on the title “STAYING SAFE IN SOCIAL MEDIA”
2. The students cleaned the school ground and explained the need for a clean environment.
3. The MBA students also planted many trees in the school campus and also around the village.

Title of the Program: “STAYING SAFE IN SOCIAL MEDIA and online transaction

Date: 09.05.2023

Venue: College: ThenmelpakkamVillage and School campus

Duration: 4hrs

No of faculties: 5

No. of Beneficiaries: 120 students & peoples in that village

1. **Brief Report of the Program:** The MBA students organized a workshop for the school students on the title “**STAYING SAFE IN SOCIAL MEDIA**” especially for online transactions several hackers’ theft money from rural and senior citizens by sharing the bank details and debit card details by RBI guidelines the awareness program was reached to the elder community of the rural village. Nowadays, social media like Facebook, WhatsApp, and YouTube are very popular not only in adults but also in teenagers studying in secondary schools. People spend approximately 5-6 hours a day on mobile and most of this time they access any social media. Social media has a great impact on our lives, on our relationships with others, and on the educational achievement of students.

Outcomes of the Program: Our College students given the awareness about the social media pros and cons to the students and avoiding online transaction fraud awareness to the elder villagers.

Title of the Program: Menstrual hygiene

Date: 05.09.2023

Venue: College: Thenmelpakkam village and school campus

Duration: 1hrs

No of faculties: 3

No. of Beneficiaries: 40 students

Brief Report of the Program: The menstrual hygiene practice awareness for the school students in the class of 8th to 12th and given healthy nutrition diet chart for in menstrual period what to consume to keep healthy how to avoid unhygienic condition in this period were all given as awareness for the school children by the nursing staffs and students.

Outcomes of the Program: On the occasion of women’s day, the school children of Thenmelpakkam were educated on menstrual hygiene by the Department of Nursing



Venkatapuram

About the village

This village is situated in the Chengalpattu taluka of the Kancheepuram district in Tamil Nadu, India. Venkata Puram is governed by the district headquarters of Kancheepuram and the sub-district headquarters of Chengalpattu.

The total land area of the village is 268.17 hectares. Venkata Puram has a population of 2,137 individuals, comprising 1,053 males and 1,084 females. The literacy rate of Venkata Puram village is 62.75%, with 68.95% of males and 56.73% of females being literate. Venkata Puram village consists of approximately 528 households and can be identified by the pin code 603204.

Locality Name: Venkata Puram

District: Kanchipuram

State: Tamil Nadu

Language(s): Tamil

Time zone: IST (UTC+5:30)

Elevation/Altitude: 51 meters above sea level.

Pin Code: 603101

Observations in Venkatapuram:

1. Water stagnation in school ground
2. The nurse visits only once in a week to the primary health Centre
3. There is usage of drugs among the adults in the village.
4. The local women are employed in the industries near the Sriperumbudur SIPCOT.

Name of the Program: DENGUE AWARENESS RALLY

Category of the Program: Health awareness program

Date: 09.09.2023

Venue: College: Village and School campus

Duration: 4hrs

No of faculties: 5

No. of Beneficiaries: 150 peoples in that village

Brief Report of the Program: A Dengue Awareness Rally organized by NSS Unit of Sathyabama Institute of Science and Technology. Dengue, Malaria etc. these all are vector borne Disease spread by mosquitoes and there is no vaccine invented for the prevention of

"Dengue. Basically, it needs awareness to Control this type of disease. For that we organized a rally to generate awareness for students, people and the local community. More than 40 students were participated in the dengue awareness rally.

Outcomes of the Program: Our College students and the outsider villagers have emerged about the disease and the cause factor. They could be conscious and take care to prevent from the disease by their better capacity. For that this was a best practice held about the health awareness program

Name of the Program: One-Student One-Tree program

Category of the Program: Planting trees

Date: 09.09.2023

Venue: Venkatapuram Village and School campus

Duration: 5hrs

No of faculties: 5

No. of Beneficiaries: 150 peoples in that village

Brief Report of the Program: Trees represent life, growth, peace and nature. They produce oxygen, clean soil, prevent drought, control flood related disasters, prevent soil erosion, improve physiological, mental and spiritual health, and also reduce carbon footprints.

Outcomes of the Program:

The NSS and college students were planted 40 trees in venktapuram Government school campus and given the awareness to the school children and villagers in the theme of “plant trees and save the global for the next generation”



Kalyampoondi village

As part of UBA's rural development programme, Ms M. Jayaseely, Assistant Professor at the School of Management Studies, visited Kaliyampoondi village in Kancheepuram district on 28/08/2023.

Mr Prashant, the owner of Sree Sai Fashions in Adavapakkam, provided details of the machinery and other facilities available in the textile unit. The team inspected the machines at Sree Sai Fashions with the aim of equipping women with the required skills to start new businesses.

Mrs Valarmathi, President of Kaliyampoondi village Panchayat, has arranged a meeting with women in the self-help group to gather their ideas and requirements. The project team has discussed and identified the necessary skills for the women in the self-help groups.



Kumizhi Village

"The Community Internship Drive and Meri Maati Mera Desh Campaign took place on 18th August 2023 at Kumzhi Panchyat Village, near Guduvancherry Chennai. A series of tree plantation drives were conducted, and awareness on maintaining a healthy environment was provided to school students and the village public. The initiative aimed to protect the soil for the well-being of the upcoming generations. The initiative aimed to protect the soil for the well-being of the upcoming generations. Additionally, information regarding the village was collected through a household survey." Around 80 volunteers from NSS, Department of IT & Biomedical Engineering actively participated in the successful completion of this event.

Name of the Program: Meri Maati Mera Desh Campaign

Category of the Program: Tree plantation

Date: 18.08.2023

Venue: Kumzhi panchayat village and school campus

Duration: 5hrs

No of faculties: 3

No. of Beneficiaries: 200 peoples in that village

Brief Report of the Program: A series of tree plantation drives were conducted, and awareness on maintaining a healthy environment was provided to school students and the village public. The initiative aimed to protect the soil for the well-being of the upcoming generations. The initiative aimed to protect the soil for the well-being of the upcoming generations. Additionally, information regarding the village was collected through a household survey." Around 80 volunteers from NSS, Department of IT & Biomedical Engineering actively participated in the successful completion of this event.

Outcomes of the Program:

The NSS and college students were planted 60 trees in Kumizhi Government school campus and given the awareness to the school children and villagers in the theme of "Meri Maati Mera Desh Campaign series of tree plantation.



Appur Village

About the village

Appur is a Locality in Kattankolathur City in Tamil Nadu State, India. Sundar Nagar, Siruvanjur, Vadampakkam, Erivakkan Kattupakkam are the nearby Localities to Appur. Nandivaram-Guduvancheri, Chengalpattu, Tirukalukundram, Kanchipuram are the nearby Cities to Kattankolathur.

Survey details of Appur:

Locality Name: Appur

City Name: Kattankolathur

District: Kanchipuram

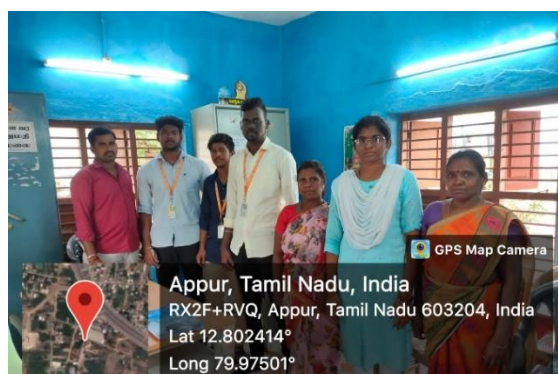
State: Tamil Nadu

Language: Tamil and English

Time zone: IST (UTC+5:30)

Elevation / Altitude: 51 meters. Above Sea level

Pin code: 603204.



The UBA team visited both the villages on 25th October 2023 with a group of students from I year M.Sc.,

Places visited:

1. School
2. Primary health Centre
3. Village Office

Activities carried out:

1. The students cleaned the school ground
2. Collected data among the villagers related to the issues pertaining to health, hygiene, women and unemployment.

Name of the Program: Health and hygiene

Date: 25.10.2023

Venue: Appur village

Duration: 2hrs

No of faculties: 4

No of Beneficiaries: 40

Brief Report of the Program: The program aims to enhance the wellbeing of rural communities by minimizing waterborne illnesses and promoting healthier living standards. This will be achieved through providing access to clean and quality sanitary toilets, promoting proper toilet hygiene, and ensuring adequate soap for handwashing.

To promote hygiene and sanitation practices in schools, Non-Formal Education centers were used as models in targeted communities. Additionally, Community Based Organizations (CBOs) were capacitated in managing water and sanitation facilities and promoting hygiene. About 70-80% of rural villagers had acquired immunity, while the remaining population was in dilemma about getting immunized. In response, we raised community awareness regarding this issue.

Immunization schedules were provided for infants and we recommended that villagers get vaccinated against COVID-19. The primary objective of this program is to promote health and hygiene practices within the rural community.

Outcomes of the Program: Students and the surrounding people have emerged by cleanliness factor; they could be conscious and take care by their own. This was a best practice held about the health awareness program

Observations in Appur:

- There is an increase in the school drop outs after the pandemic.
- The Head Mistress of the Appur school requested for the repair of the printers provided by the University to them.
- There is usage of drugs among the adults in the village.
- Recommendations
- Planned to organize a proper survey for both the villages as per the UBA guidelines.
- Workshop on financial literacy for women can be arranged for improving the social security for women and children.

