



Report on Awareness Programme conducted Under UBA

MCKV Institute of Engineering, Liluah, Howrah is selected as a PI (Participating Institute) with Dr. Brojendranath Dey of Department of Basic Science, MCKVIE working as the UBA coordinator, under the Unnat Bharat Abhiyan Scheme by the Ministry of Education (MoE).

Its vision is to bring transformational change in rural development processes by leveraging knowledge institutions to help build the architecture of an Inclusive India. The Mission of Unnat Bharat Abhiyan is to enable higher educational institutions to work with the people of rural India in identifying the challenges and provide appropriate solutions for accelerating sustainable growth. It also aims to create a virtuous cycle between society and an inclusive academic system by providing knowledge and practices for emerging professions and to upgrade the capabilities of both the public and the private sectors in responding to the developmental needs of rural India.

Our institute has identified 5 villages in Jamalpur Block of Purba Bardhaman District. An initial survey by Dr. Brojendranath Dey and Dr. Tanmoy Roy Chowdhury has revealed that one of the challenges in the area is of Solid Waste Management. Thus as a preliminary plan of action, our institute conducted an awareness programme on 4th June 2022 (Saturday) at two places covering three villages viz. Jamalpur-1, Halara & Krishnachandrapur. The programme was organized by fifteen 1st year B.Tech Students with the objective to educate the local people on solid waste management and its impact on environment, especially plastics. In order to create maximum impact on the villagers and spread awareness, they performed two street plays relevant to the above mentioned topic at Jamalpur-1 and Krishnachandrapur. Six staff members from our institute accompanied the students for the programme. The journey started from Howrah Station with fifteen students and five staff members by local train (Bardhaman local via chord) at around 8:30 AM reaching the destination (Masagram) at 10:00 AM. After having breakfast the team reached the 1st spot (Krishnachandrapur) via local transport arranged

by Dr. Brojendranath Dey who is also a localite. After reaching the spot, the students started gathering crowd by giving a prologue of their upcoming activities by mic announcement. The play started at around 11:00 AM and continued till 12:30PM.



From there the team moved to the 2nd spot in Jamalpur-1 where Panchayat workers and local villagers helped to conduct the event smoothly. Joint BDO, Panchayat Pradhan, Panchayat Upa-Pradhan, Panchayat Sachiv, and Officer In charge of the local Police station were present in the second spot. They emphasized on instilling such awareness among the villagers and also spoke about some action plans and their implementation. The speakers also thanked the UBA project and MCKV Institute of Engineering for the

initiative and guidance. One student from the team masterfully delivered a short speech on solid waste management to boost the impact.



The students started the 2nd street play after a short prelude. The entire event started at 1:00PM and continued till 2:30 PM.

A good number of local people gathered to witness the event and their responses were overwhelming. The team returned to Masagram station after having their lunch. Finally the entire team from MCKVIE reached Howrah station at around 5:45PM.

As a whole, the event was successfully and methodically completed possibly achieving its envisioned objective.