



## **Report on Awareness Programme (2<sup>nd</sup>) conducted under UBA**

Date: 28<sup>th</sup> August 2022

Time: 12:30 PM - 3:30 PM

Venue: Jamalpur RamkrishnaVivekanandaVidyalaya, Jamalpur-II Panchayet, District-Purba Bardhaman, West Bengal.

### **Introduction**

The Unnat Bharat Abhiyan (UBA) is a flagship program launched by the Government of India to bridge the rural-urban divide and promote sustainable development in rural areas. As part of this initiative, an awareness program for a drawing competition was organized to engage the youth and create awareness about the importance of rural development and community engagement.

### **Objective**

The primary objective of the awareness program was to promote the spirit of creativity and encourage young minds to express their ideas and perspectives on rural development through art. Additionally, the program aimed to generate interest and participation in the Unnat Bharat Abhiyan project among students and community members.

### **Organizers**

The awareness program was jointly organized by the local School authorities, and MCKV INSTITUTE OF ENGINEERING.

### **Target Participants**

The drawing competition was open to students from two schools in the region. The target age group was between 6 to 14 years.

### **Participants**

- Only School Students.

### **Program Agenda**

- Introduction to Unnat Bharat Abhiyan (UBA) project
- Importance of drawing competitions in UBA project
- Rules and regulations of the drawing competition
- Question and answer session

## **Key Highlights**

- Drawing competitions are an important part of the UBA project as they help to raise awareness about the project and its goals among the youth.
- The drawing competition will be held on: 28<sup>th</sup> August 2022 at Jamalpur Ramkrishna VivekanandaVidyalaya.
- The theme of the competition is "Solid waste management".
- The winners of the competition will be awarded prizes.

## **Awareness Campaign**

The organizers launched an extensive awareness campaign to promote the drawing competition. Various methods were employed to reach out to the target audience:

**School Visits:** Representatives from the organizing committee visited local schools to inform students and teachers about the competition and its theme.

**Posters and Banners:** Colourful banners were displayed in public places, educational institutions, and community centres to attract attention and create awareness.

**Community Meetings:** During community gatherings and events, the upcoming drawing competition was announced to involve parents and community members in motivating the students to participate.

## **Theme and Guidelines**

The theme of the drawing competition was "Solid waste management". Participants were encouraged to depict their vision of an ideal rural India with a focus on Solid waste management, cleanliness, education, healthcare, and overall community empowerment.

The competition guidelines included specifications on paper size, drawing medium, and submission process. Additionally, the participants were required to provide a brief description of their artwork's concept and message.

## **Prizes and Recognition**

To incentivize participation, the organizing committee arranged attractive prizes for the winners and participants. Additionally, all participants were given prizes of participation to acknowledge their efforts and encourage their artistic skills.

## **Conclusion**

The awareness program on the drawing competition under the UNNAT BHARAT ABHIYAN project was a resounding success. The program was well-attended by students, teachers, and the villagers. It not only promoted creative expression among the youth but also sparked an interest in the rural development initiative. The impact of this awareness program is expected to resonate positively in the community. The program helped to raise awareness about the project and its goals among the participants.

## **Recommendations**

- The drawing competition should be promoted more widely among the youth in rural areas.
- The prizes for the winners of the competition should be more attractive.
- The UBA project should collaborate with other organizations to organize more drawing competitions in rural areas.



# उन्नत भारत अभियान

## UNNAT BHARAT ABHIYAN

शिक्षित भारत | सक्षम भारत | स्वच्छ भारत | स्वावलम्बी भारत | आत्मनिर्भर भारत | संपन्न भारत

सभी को मिलाकर गांवों के विकास के लिए

Convergence of Knowledge/ Experience/ Resources for Rural Development



Organic Farming & Livelihood



Water Management



Artisans, Industries Basic Amenities



Sustainable Energy



### Invitation to Participate/ Contribute in Rural Development

- Unnat Bharat Abhiyan (UBA) is a flagship programme of Ministry of Education (MoE), Govt. of India.
- Higher educational Institutions (HEIs) of the country will work with villages for their development.
- Faculty and students to be involved in village development plan in collaboration with district administration.
- MCKV INSTITUTE OF ENGINEERING is participating in UBA and adopted following villages for their development in collaboration with district administration.

1. JAMALPUR-1, 2. JAMALPUR-2, 3. HALARA, 4. BETRAGARH, 5. KRISHNACHANDRAPUR

Name of the Institute: MCKV INSTITUTE OF ENGINEERING, UBA Cell invites all faculty and students to join UBA to bring for transformational change in the villages. For participation in UBA activities, please contact the coordinator mentioned below:

Name: DR. BROJENDRANATH DEY  
(Coordinator UBA Cell)  
Web: www.mckvie.edu.in  
Email: brojendranathdey@gmail.com  
☎: 7319049647, 9732129051

Name: Prof. Virendra Kumar Vijay  
(National Coordinator UBA)  
Web: www.unnatbharatabhiyan.gov.in  
Email: unnatbharatabhiyaniitd@gmail.com  
☎: 01126596451, 01126596351

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